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SCHOOL LUNCHES

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CONSUMERS' GUIDE

OCTOBER 1, 1940

MEAT

BOOKSHELF

VACUUM CLEANERS

FOOD SUPPLIES

CONSUMERS' GUIDE

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MEAT PRICES have made headlines in recent weeks. During August and early September most kinds and cuts of fresh meats scored large increases in retail price. Later in September some of these prices went down much, others a little.

Various explanations have been offered by different observers, but unfortunately the careful researcher of statistics will find no positive evidence with which to justify all the increases or to condemn any particular increase in any one city.

Meats usually are a fairly expensive form of food, but most consumers are willing to pay something extra for them as a savory and palatable addition to the family table. Over the past 15 years meats as a whole have become more expensive. That is to say, their prices have been going up more or going down less than the average of all food prices. This has been particularly true of beef. It is not true of pork this year. Leg of lamb, during these years, has been getting a little cheaper, chickens a little more expensive.

Right now, more interest hangs on more recent happenings. It is quite usual for beef and pork prices to move up in August and to reach a seasonal peak in September. Hog supplies are low then. The supply of cattle is approaching its seasonal high, but often is not large enough, especially in the better grades, to take care of the sudden appetite for a good steak or roast with which consumers celebrate the first cool weather and the end of summer menus.

This year the seasonal flurry assumed major proportions. Here is the story meat by meat.

Beef prices for chuck, rib roast, and round steak in 51 cities appear to have gone up 2 cents a pound between the middle of August and the middle of September. Probably these mid-month reports furnished by the Bureau of Labor Statistics on "good" quality beef will not show the full amount of the seasonal increase. From the New York City Department of Markets where average retail prices for 7 beef cuts of "very good" quality are reported each week, we learn that, from the first week of August to the first week of September, two cuts of beef went up 8 cents, and 5 others went up 5, 6, or 7 cents a pound. The larger increases were in the higher-priced cuts. By the end of September, in the New York City reports, not quite half of this seasonal rise had been canceled by declines later in the month. At the end of September 2 cuts were 4 cents higher than a year ago, one was 3 cents higher, 2 were 2 cents higher, one was one cent higher, and one was at the same price as in 1939.

Fresh pork prices in the 51 cities appear to have gone up on the average 1½ cents between mid-August and mid-September. In some cities they went up more than that, in others they went down. In New York City the whole seasonal increase was 9 or 10 cents a pound, followed by sharp reductions which, by the last week of September, left prices 2 and 3 cents higher than in early August. Reports from the 51 cities and from New York City indicate that fresh pork at retail in the latter part of September was at about the same or a little lower level than a year ago.

Smoked pork products did not go up and down in price appreciably during this period and have been considerably cheaper than last year—3 or 4 cents a pound cheaper.

Lamb prices seem to have gone up less than a cent a pound in the 51 cities between mid-August and mid-September. But the New York City weekly reports, showing the whole seasonal movement, record increases ranging from 4 cents a pound on cheaper cuts to 11 cents a pound on more expensive cuts. By the end of the month the cheaper cuts were 2 to 4 cents higher than at the beginning of August, but the more expensive cuts were lower than when the seasonal rise began. Compared with a year ago lamb prices appear to have been about the same in the latter half of September as at that time in 1939.

While retail beef prices in New York City were going up 5, 6, 7, and 8 cents a pound, prices paid for live cattle in Chicago advanced as follows: prime and choice grade, 1¾ cents per pound (live weight); good grade, almost 1½ cents; medium grade, about one-half cent; common grade, about a cent.

Retail prices go up, or down, more than cattle prices because it takes more than 2 pounds of live animal to make a pound of beef for the consumer. The retail cuts for which prices are reported represent only a part of the beef which a butcher sells. However, it appears that these retail increases at their top had run ahead of the increased prices of live cattle. This is confirmed by the fact that retail cuts at the end of September had shed off almost half of their earlier increase, although cattle prices had declined only slightly.

Many lessons for consumers who aim to be smart when they buy meat may lie hidden in such statistics. Two, however, are not hidden but stand up and stare them in the face.

Lesson 1 has to do with the quality grades of beef. When beef prices begin to move around, high-grade cattle which yield high grades of beef may change their prices up or down more rapidly than low grades of cattle yielding low grades of beef. Market prices for the live animals are reported on different grades of cattle. Retail prices are not reported for different grades, largely because it is hard to find out what grade of meat is sold in retail markets. Judging by prices of medium and low grades of cattle, however, retail prices of medium and low grades of beef should not have gone up much in August and September.

When higher quality beef prices move up much more than lower quality, one obvious way to economize is to switch to the lower grades. A caution here is that prices of lower grade beef may not be as low as they seem when allowance is made for the greater losses due to bones and to shrinkage in cooking.

Lesson 2 is in cuts of beef. Larger increases occurred in the prices of more desirable cuts. This will usually happen when beef prices are going up. The lesson for money savers is to try cooking the cheaper parts of the carcass and make them tasty. They are equally nutritious. In the next issue *Consumers' Guide* dissects the carcasses of beef, veal, lamb, and pork, telling how the different cuts can best be used and how much edible meat you are likely to get from a pound of each cut.

"Lunch is Ready" in Kent County, Maryland

Started with the help of the County Home Demonstration Agent and women in Parent-Teacher Associations and Homemakers Clubs, Kent County's School Lunch Program will bring a nourishing hot lunch each day to every elementary school child through the winter months. By-products of the program so far: better attendance, better farm gardens, more canning for winter use

KENT COUNTY'S history spans 7 generations of farming. Rolling fields spread over the countryside and jut out into the Chesapeake. The Sassafras and Kent rivers meander through and around the fields. The water-fringed country is fun to play in, for those who have the time and money. Farming is hard. Kent's thousand farm families have to struggle to raise the produce that will buy back an adequate and decent living. Some of them live in the kind of rundown Revolutionary house which city folks sometimes buy and restore for a sum equal to the net income of the county's entire population. Spread around their houses, most farmers have a hundred or more well-worn acres.

For a long time peach orchards flourished in Kent's mild waterbound climate. Farmers flourished along with them until disease and southern crops wiped out profits. Next crop most farmers tried was grain, but midwestern farmers could do better with grain crops than these Maryland farmers. They turned to new ways to make farms pay a little dividend. Some added truck crops: tomatoes and asparagus. Some took to raising turkeys. Many made dairying their chief source of cash income.

Farming by generations of low income farmers has taken a great deal from Kent soil. Few could afford to plant cover crops. Few could afford to put back into the soil, through fertilizer and lime, the nutrients that crops had devoured. Neglect of soil runs up a double cost: the loss of income and the loss of land. Until soil conservation got under way, erosion had gnawed at all but 15 percent of the crop lands. In some places its damage was slight; in others, it was severe enough to make farming forever again impracticable.

Now Kent's farmers, with Government help, have a chance to do something to repair the damages from neglect. Already, visitors with an eye for sound farming methods can pick out many acres of contour planted land, fields recently returned to permanent pasture, the beginnings of reforestation where poor farming has spoiled the land forever. Agricultural benefit payments help farmers to meet the costs of new soil building practices.

Poor land, as most people now know, makes poor living, and sometimes human erosion is worse than soil erosion. Kent's farm families woke up to the human erosion going on in their county back in 1935 when the superintendent of schools made his annual report. It made them sit up and take notice. It said that school attendance was poorer in Kent than in any other Maryland county.

The women soon saw the connecting lines between poor school attendance and poor land poorly farmed. A group of mothers in a home demonstration club stopped swapping recipes, talking town topics, and fussing about home improvement programs long enough to discuss the superintendent's report. They started looking for the reasons why their children and their neighbors' children were out of classrooms so much. They found sickness was a large cause of absence. They decided improper diets and undernourishment were the body weakeners that let disease come in. They found that many

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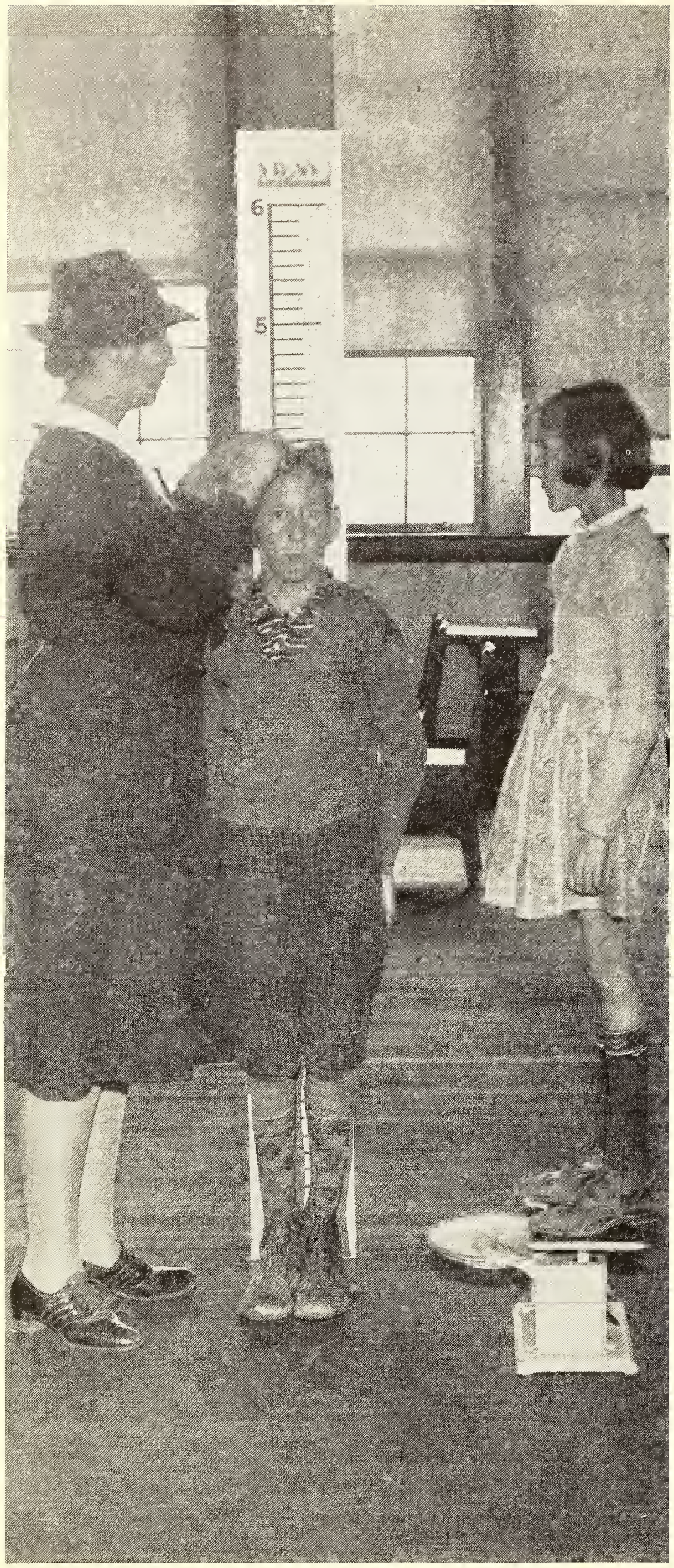


UNDERWEIGHT CHILDREN mean undernourished children in any man's language. Undernourished children often go to bed more than to school. The Home Demonstration Agent, the officers of the Homemakers Clubs, and the Parent-Teachers' Associations decided hot lunches would help cure the evil, and gardens started to raise vegetables for canning would benefit the whole family.

SCHOOL LUNCHES were started when mothers learned Kent's attendance was the poorest in Maryland. Searching for causes, they enlisted the Health Department's aid. The Public Health nurse found all but 3 out of 40 children in one school were more than 40 percent underweight. First item on the agenda, everyone agreed, was finding a way to build up these frail bodies by the better diet route.

FIRST year the Home Demonstration Agent visited 125 families in one month. She urged them to plant carrots, cabbage, beans, peas, turnips, and tomatoes so each family would have enough for themselves and some for school canning. The amount canned by each school depends on the success of the gardens. Each family contributes what it can spare for school, after providing for its own needs.

CHILDREN BRING the vegetables to school on canning day. The County Agent measures quantities, has cans ready. Parents, teachers, and children lend a hand. Pressure cookers and a can sealer are part of the Agent's equipment. Parents share cost of cans, bought in large lots at a saving. Cost of cans for 9 quarts is 30 cents; for jars, 89 cents.

CANNING ROSE from 350 to over 1,000 quarts, from 1936 to 1939. This boy keeps an eye on supplies. He has learned from the Home Demonstration Agent how much food will be needed for the week's lunches. Some families supply milk, potatoes, onions, or home-canned tomatoes; others contribute beans or cocoa, to fill in with canned goods.

IN SCHOOLS where there's room and equipment for cooking, older children take charge from the start. Coming from farm families they have an advantage over city children. Their families can produce the food they need for health at less cost than city folk can buy it. Diet habits that children learn, and gardens that families start, mean healthier children today. They'll have a chance to have healthier families of their own tomorrow, thanks to Kent's school lunches.

CHILDREN THINK preparing and serving lunch is fun. "It's playing," said one. Nearly 700 of them in 12 of the county's 14 schools took part in the program last year. They served themselves a hot dish each day from January to March or April. This year SMA foods will be added to make a complete well-balanced lunch. Leaders of the project hope children will get a lunch like this, not only through the winter, but right through the school year.

BEFORE Kent's school lunch program started most children had to be satisfied with a dry sandwich or two to carry them through from their 6-o'clock breakfast to dinner. Children have fewer colds and upsets now, to keep them out of school. The number of underweight children is falling fast.

CHILDREN TAKE turns cleaning up. Where there's no room or equipment in the school house, a town woman is hired to cook and serve, and the mothers pay for her services, about $19 for preparing 2 months' worth of hot lunches for their 50 children.

> **"Nine million under-nourished children . . . are eligible for our free school lunches . . . This coming year we hope to reach 6 million of them . . . If we can afford several hundred dollars a year to educate a child, we can afford 10 dollars a year to keep that child physically fit for study. A full stomach is the best possible personal defense against fifth column poisons."**
>
> *Milo Perkins, Administrator, Surplus Marketing Administration.*

families were spending too much time trying to make every square yard of land yield a cash return, and too little time in growing a decent diet for themselves. Instead of pulling food out of their gardens or butchering it in their backyards, they were buying most of the food they put on their tables. When there's not much cash to spare, you buy what fills you up, and that's not always what you need. When you don't eat what you need, trouble sets in.

Tying all these threads together, these mothers with the help of their Home Demonstration Agent, decided there were things they should do to put a stop to the trouble that had set in. They discussed this and that plan. They agreed on one that would strike two gongs with one bowl of soup. Hot lunches, served at school, would not only provide sound nourishment for the children but they might also improve school attendance. The idea was good. Other communities had proved that. But between an idea and its execution there can be a long distance. It depends on how many people work together to shorten that distance.

These Kent women pulled together with a will. For 5 years they have been pulling together. The school lunch program they have developed is becoming as notable in its way as the tales of Kittie Knight's single-handed defiance of the British in 1812. When you see what it has accomplished, you can understand why.

ALL CHILDREN HELP: They divide the work. Before there were surplus foods, a typical week's menu ran like this: Monday, vegetable soup; Tuesday, dried beans; Wednesday, potato soup; Thursday, cocoa; Friday, vegetable soup. Some bring sandwiches, too. This winter, pork products, butter, dried and fresh fruits, vegetables, and cereals from the Surplus Marketing Administration will fill in to make a well-balanced lunch each day. SMA mid-morning fruit will store up added strength in Kent County's future farmers.

KENT COUNTY FAMILIES FOUND what a hot dish at noon could do toward protecting their children's health. They saw the results in school attendance records. Through 4 years of hot lunches attendance zoomed up from poorest in the State to well above average. Teachers saw the results in happier, more alert pupils. Children saw the results: "It tastes much better than old dry sandwiches." Health officials measured results in fewer underweight children, less sickness.

A hot dish each noon in winter months helps store up protective nutrients in growing bodies. But many school children's home diets are so meager that one dish alone can't bring them up to par. For them the SMA program fills in the gaps.

This year, while parents continue to can vegetables for soup, supply needed fill-in foods during the winter months, and work out details of the program, their work will be supplemented by the Surplus Marketing Administration. Added food shipped by them from Baltimore will change Kent County's noon hot dish program to a full course school lunch program. The most hard pressed farmer in the county will know that his child is getting one full well-balanced meal a day.

When Kent people found out what foods SMA would supply, it didn't take them long to arrange details. The Parent-Teacher Association and Homemakers Clubs which had worked on the lunches from the start agreed to serve as cooperating sponsors. They will see that food is passed around to all the schools, that menus are prepared, that balancing foods are supplied, that provision is made for preparing and serving the meals. The Health Department is ready and waiting to serve as legal sponsor to the program.

Kent County children will put their forks into their full course school lunches this fall along with millions of other children in over 40,000 schools throughout the country, who are now participating in the SMA's big triple-action school lunch program. Through its offices, farmers last year moved 100 million pounds of unsalable surpluses. In large cities where lunches for thousands of children are prepared in large central kitchens and distributed to schools by truck, work is provided for needy unemployed. When this year's goal is reached, 6 of the 9 million American children who go to school hungry each day will learn the difference between the listlessness and weakness they thought was childhood and the high spirited, eager feeling each day brings when children get the breaks they deserve in a country which has food enough for all.

Milk Glossary for Consumers

PART II

More definitions for people who want to understand what's behind consumers' milk problems

BASE SURPLUS: (See also Surplus, Classified Price.)

Base surplus plans are a device for sharing among a group of dairy farmers the proceeds from the sale of their milk under the classified price system.

Under the base surplus system, instead of paying farmers directly for the milk they buy, distributors usually put this money into a pool. As in other systems of payment, highest prices are paid for milk used as fluid milk and cream (bottle milk); lower prices are paid for milk used as butter, cheese, ice cream, and other dairy products. The money turned into the pool is then shared among all the farmers who take part in the base surplus plan.

In almost every milk market there are 2 kinds of milk producers: those who are full time dairymen and who produce milk the year round, and the in-and-outers and irregular dairymen—farmers who bring milk to market when the cost of producing it is cheap, as in summer months, and who let dairying slide when production costs go up in winter months.

Under this condition more milk is usually shipped to town during low cost production seasons than can be sold as fluid milk, that is, milk for which farmers receive the highest prices.

Persons who believe in the base surplus plan say that if any milk is to be sold at the high fluid milk price it should be the milk produced by full time dairymen who send milk to market in regular amounts all through the year. The corollary of this is that if any milk must be sold at the lower prices which prevail for milk used as butter, cheese, and ice cream, this milk should be the milk brought to market by the in-and-outers, and the irregular producers.

Consumers, they say, need milk every day of the year and it is because of the full time producers that consumers get milk every day of the year (providing they can afford it).

Theoretically, too, dairies are supposed to be able to handle milk more efficiently if it comes to market in a steady flow and not in a flood at one season of the year and a trickle in another season.

The base surplus plan is an arrangement which dairy farmers, economists, and milk distributors have worked out to apply to this situation. It offers higher returns to farmers whose milk production tends to be regular through the year, and lower returns to farmers whose milk production swings up in flush seasons and down in the low production months.

Operation of the base surplus plan usually starts with a survey of the milk market. The first step is to find out how much milk can be sold, at certain prices, in the form of fluid milk and cream (bottle milk).

The second step is to find out how much milk the farmers in the vicinity produce during the months when milk production is most closely in balance with these sales possibilities. This period is usually the months when production is lowest.

Then the proportion of the total amount of milk produced by each farmer in the low production months is worked out.

This proportion is applied to the average amount of fluid milk and cream sold each month during the year.

The last computation gives what is called the farmer's "base." It is the amount of milk for which he will be paid the "base" price (which is roughly equivalent to the fluid milk and cream price). When he delivers more milk to market than he is allotted in his base, he receives for the excess milk (surplus milk) what is called the surplus price, that is, a lower price.

Imagine an imaginary city that uses 100 gallons of fluid milk and cream a month. Then imagine that 10 farmers during the lowest production month of the year (November) each produce 10 gallons of milk or altogether 100 gallons of milk. Each farmer's share of the production during the low month would be 10 percent. Ten percent of the fluid milk and cream sales would be 10 gallons. Each farmer's base then would be 10 gallons. Then for all the milk they send to market up to 10 gallons a month the farmers get the base price, say 30 cents a gallon. If a farmer should send 15 gallons of milk to market in one month, he would get the base price (30 cents a gallon) for 10 gallons, and the surplus price (that might be 20 cents a gallon) for the extra 5 gallons.

Suppose there is a farmer who produces no milk at all during the low production month which determines the bases. That farmer does not have a base. All the milk he brings to market is paid for at surplus (low) prices.

In a rough over-simplified outline, that's the way the base surplus plan works. In practice there are many special variations of the base surplus plan. Two important variants are the open base surplus plan, and the closed base surplus plan.

Under the open base surplus plan, the fluid milk and cream market is shared among the farmers periodically—that is, each farmer's base is re-computed at regular intervals with production the sole determinant of his base.

Under the closed base surplus plan, the bases are worked out every so often, but after the bases are once assigned it is much harder for a new farmer to get a base, or an old farmer to get his base increased drastically. Consideration is given not only to the amount of milk a farmer produces during the base making period (after the first bases have been established), but also to the length of time he has been producing milk.

Base surplus plans by themselves are like many other marketing devices, in that they work out for the advantage or disadvantage of farmers and consumers, depending on how they are used.

BLENDED PRICE: (See Classified Price Plan).

BULGARICUS MILK (Bulgarian buttermilk): A product made from pasteurized skim milk by fermenting it with lactic acid producing bacteria. It is alleged to have a beneficial effect on the intestinal tract.

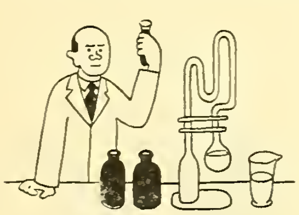
BUREAU OF ANIMAL INDUSTRY: An agency of the United States Department of Agriculture concerned with animal disease control and livestock improvement. It conducts research, administers the Federal Meat Inspection Acts and other Federal laws dealing with livestock, and undertakes work to control and prevent animal diseases.

In the milk economy the BAI is responsible, in cooperation with the States, for work looking toward the eradication of 2 very important diseases which affect the health of consumers: cattle tuberculosis and Bang's disease. (Bang's disease in cattle produces abortions, and unpasteurized milk from infected cows may produce the human disease known as undulant fever.)

In the program designed to eradicate these diseases, the BAI and the States enter into agreements with farmers by which the farmers promise to undertake measures to prevent the introduction or spread of diseases in their herds.

Tests are made by BAI and State inspectors to determine the presence of infected cows. When an infected cow is found, it is killed, and the farmer is partially reimbursed from the Federal and State funds for the loss of his animal.

Tuberculosis has been almost completely eradicated among milk cows. Considerable progress has been made against Bang's disease. Both programs, however, require regular inspections, tests, and retests.



BUREAU OF DAIRY INDUSTRY: An agency in the United States Department of Agriculture which conducts research on methods of improving the production and utilization of milk and milk products.

Within the laboratories of the BDI a way has been found to eliminate the huge annual losses of milk nutrients resulting from the manufacture of butter and cheese. Foods made of the wasted by-products in dairy manufacture have been developed which may vastly increase the amount of milk nutrients, other than milk fat, which go into human consumption.

BUTTER: The legal definition of butter was fixed by an act of Congress, approved March 4, 1923. Under it, all butter which enters interstate commerce must be made exclusively of milk or cream, or both, with or without salt. It must contain not less than 80 percent by weight of milk fat. The remaining 20 percent by weight usually consists of water (16 percent), salt (2 percent), and proteins.

Nutritionists score butter high as food because of its taste appeal, because it is a good fuel food (it contains 3300 calories to the pound), and because it contains important amounts of Vitamins A and D (how much varies with the feed of the cows producing the butterfat and the time of the year when the butter is produced).

The Agricultural Marketing Service employs in the grading of butter the Official United States Standards for Quality of Creamery Butter promulgated by the Secretary of Agriculture. In determining the quality of butter the factors of flavor, body, color, and salt are considered. Of these, flavor is most important. The highest grade is U. S. 93 Score. To grade that high, butter must have a "fine, pleasing flavor." Butter with a "fine" flavor but with some slight defect, perhaps too much salt or color that is not quite right, gets a lower mark. Butter with "pleasing" flavor is graded 92, while 91 is the rating for butter with a "fairly pleasing" flavor. Deductions are made from these basic ratings for defects in color, body, or salt. The lowest score given is 85, and this goes to butter with a "pronouncedly" obnoxious weed, onion, or garlic flavor. Butter that has this flavor plus other defects falls below 85 and is not given a grade at all. The best butter produced usually scores in the neighborhood of 93. Applicants whose butter grades 92 or better may obtain privilege from the Agricultural Marketing Service to use a certificate of quality which they may enclose in the package.

Butter scoring from 88 to 93 is suitable for table use. Butter scoring from 85 to 88 is likely to find its best use for cooking purposes only. Butter which rates below 85 is classed as "no grade."

At the market, consumers are likely to find 4 different types of butter: sweet cream butter, sour cream butter, unsalted butter, and salted butter.

Sweet cream butter is butter that is made from sweet cream. In contrast to butter made from sour cream (the cream is soured either by natural processes or by the addition of a bacteria culture), sweet cream butter has a sweeter, creamier taste and keeps better. Sour cream butter has a more positive (slightly acid) flavor. Which one the consumer prefers depends upon his own taste.

Unsalted butter, which should not be confused with sweet cream butter, is simply butter that has not been salted. It is usually made of sweet or clear flavored cream. Sometimes unsalted butter is referred to in the trade as sweet butter but this use of the word "sweet" is confusing since some consumers mistake this product for sweet cream butter.

Salted butter, naturally, is butter to which salt has been added. Besides giving the butter a slightly different taste, the salt also acts as a preservative.

What Price Butterfat

When 2 grades or brands of milk sell at different prices and the only substantial difference between them is higher butterfat content in the higher price milk, here is one way to compute how much extra you pay for the extra butterfat.

The butterfat content of milk is stated as a percentage (by weight) of fat to whole milk. Each 1/10 of 1% is called a "point." Thus the difference between 3.5% and 4.0% milk is 5 points.

Compute how much extra is charged *per point* of butterfat. Multiply this by 372. The result tells you how much the extra butterfat would cost you per pound of butter, if you bought it as butter instead of buying it as extra fat in milk.

For example:

Brand X milk: 12¢ per qt. 4.2% btrft.
Brand Y milk: 10¢ per qt. 3.9% btrft.
Differences: 2¢ 3 points

The extra butterfat costs you 2/3¢ per point.

Multiply this by 372. The result is 248¢.

Paying 2¢ extra per quart for 3 points extra butterfat is equivalent to paying $2.48 for a pound of butter, assuming, of course, that the cheaper milk is equal to the more expensive in all other respects.

BUTTERFAT: Commercially, but not nutritionally, butterfat is the most valuable constituent of milk. Originally, when traffic first began in milk and milk products, butter and cheese were the least perishable forms of milk. While whole milk had to be used within a short time before it spoiled, butter could be kept many days, sometimes weeks. For this reason, milk as a product for sale, came to be valued as a source of butter. That is, the price of milk depended largely on its butterfat content.

Out of this difference in the perishability of fresh milk and butter, and the difference in the markets for the 2 there grew the practice of paying different prices for milk depending on the use to be made of it.

Milk to be used as fluid milk sells for one price. If it's not to be used as fluid milk, then the milk commands another price, which is determined by its value as the raw material of butter (or cheese, or evaporated milk, or ice cream).

What you get finally is a paradoxical situation in which the minimum price of one food, milk, is determined by the price you pay for another, butter.

Butterfat then is the key ingredient of milk commercially. It is not the only valuable nutritional ingredient milk possesses. Far from it. Skim milk is a storehouse of essential nutrients. Unfortunately many consumers have been hypnotized by the commercial importance of butterfat and for this reason prize a milk that is extra rich in butterfat above its worth.

When consumers pay premium prices for "richness" in milk, they are sometimes buying butter at rates that may range anywhere up to $3.00 a pound.

When consumers do not look just for richness in milk, they can usually rely on their milk ordinance, provided it is a good ordinance and is efficiently enforced, to see to it that they get safe milk which contains a desirable minimum amount of butterfat. Legal butterfat minimums for milk usually range from 3 to 3.5 percent.

The price paid farmers for their milk is geared to its butterfat content. When the butterfat content falls below a stated standard butterfat minimum, deductions are made for each tenth of one percent of butterfat failure. Farmers are similarly paid bonuses for each tenth of one percent butterfat their milk contains above the standard. Average milk contains about 3.74 percent butterfat.

Nutritionally, butterfat is an important fuel food, since it contains about 4100 calories to the pound. It is also an important source of Vitamin A and a good source of Vitamin D.

BUTTERMILK: (See also Acidophilus Milk, Bulgaricus Milk, Condensed Buttermilk). Genuine buttermilk, which is not the buttermilk usually sold by city dairies, is the liquid that's the by-product of butter making. It contains most of the nutrients in milk except the milk fat. It contains Vitamin G, but not Vitamins A and D which are found in milk fat. Roughly, buttermilk is from 90 to 92 percent water, from 3 to 3½ percent protein, something less than ½ percent milk fat, from 3.5 to 4.5 percent lactose, from 0.5 to something less than one percent mineral (calcium and phosphorus) and something less than 0.5 percent lactic acid.

Commercial buttermilk, the kind that most city consumers buy, is pasteurized skim milk (the milk fat removed) which has been treated with bacteria in a way to produce a product like real buttermilk. Sometimes flakes of butter (not enough to be an important addition to the diet) are added to it to make it resemble true buttermilk in appearance.

Buttermilk, since it contains bacteria which are supposed to attack the putrefactive bacteria which accumulate in the intestinal tracts, is recommended for treatment of certain digestive disturbances. The curd is more easily digested than the curd of fresh whole milk, and for this reason is also occasionally recommended by physicians for some adults and children.

It has all the dietary qualities of skim milk, and when it is priced at less than whole milk, it offers families an opportunity to get most of the essential milk nutrients at bargain levels.

BUYING CLUB: (See Cooperatives).

C

CALCIUM: (See Minerals).

CARE OF MILK: When milk is delivered, it should not be permitted to stand uncovered on the porch or on the step. A covered box should be secured to contain the milk until it is taken into the house.

Milk should be placed in a refrigerator as soon as possible. When kept in a refrigerator at a temperature of 45 degrees, milk may be stored 3 or 4 days.

Milk products should be kept covered and kept in coolest portion of the refrigerator.

Never mix new milk or cream with old milk or cream.

Before opening milk bottles with the flat (unhooded) caps, wash the top of the bottle.

If there is an infectious disease in your house, don't return milk bottles until you get advice on the matter from the health department.

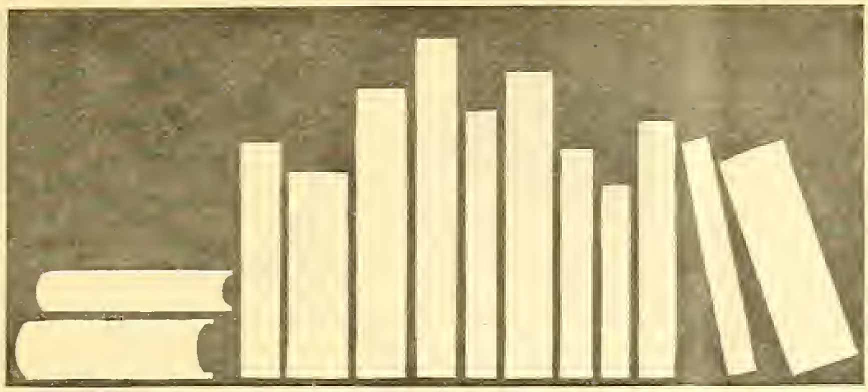
CASEIN: Most important protein in milk. It makes up 3 of the 3.6 percent of proteins contained in cow's milk. This protein contains the tissue-building food element, phosphorus, which is an absolutely essential constituent of every living cell whether bone, tooth, muscle or nerve. When milk sours, the curdy flakes which form are largely casein. About half of the milk-solids-not-fat produced annually is diverted away from use as human food to the feeding of livestock on farms or to industrial uses.

CERTIFIED MILK: (See Raw Milk).

CHEESE: Is made by a kind of fermentation of milk. Casein (one of the milk proteins) is its chief ingredient. The milk fermented may be whole milk, skim milk, or milk enriched with cream.

In the manufacture of cheese, the curd is separated from the whey (the watery part of the treated milk as distinct from the clabbery part which is the curd). Whey ordinarily

[Concluded on page 14]



CONSUMERS' BOOKSHELF

THE CONSUMER AND THE STANDARDIZATION OF FARM PRODUCTS, by Catherine M. Viehmann. 1940, pp. 22, illus. Address: Agricultural Marketing Service, U. S. Department of Agriculture, Washington, D. C. Free. Cites the factors which determine grade of quality in the following commodities: meat, poultry, canned poultry products, eggs, butter, rice, honey, fresh and canned fruits and vegetables. Discusses containers and grade specifications. Bibliography.

TRACTOR REPAIR AND MAINTENANCE, by R. I. Shawl. Circular 499. 1939, pp. 58, illus. Address: Extension Service, University of Illinois, Urbana, Ill. Single copies free; in lots of 3 or more 8 cents a copy. Contains check-list, and information on repair and maintenance of all parts of a tractor.

CONSUMER EDUCATION: WHY AND HOW. Bulletin No. 75. 1940, pp. 40, mimeo. Address: Curriculum Laboratory, George Peabody College for Teachers, Nashville, Tenn. 25 cents. Proceedings of a conference on consumer education held at George Peabody College for Teachers, May 17–18, 1940. The report is divided into two sections corresponding to the two major themes of the conference, "Basic Questions in Consumer Education," and "Current Practice in Consumer Education." On the first of the conference themes the following addresses are included: "Why Consumer Education," "What Is Consumer Education?" "The Education of Consumers Through Schools and Colleges," and "The Objectives of Consumer Education." On the second theme are: "Consumer Education in Secondary Schools," "Consumer Education and the Federal Government," and "Current Practice in Consumer Education in Liberal Arts Colleges." A summary of group discussions relating to the contribution of various subject matter fields to consumer education is included.

MAKING CONSUMER EDUCATION EFFECTIVE. 1940, pp. 253. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. $1.00. The proceedings of the Second National Conference on Consumer Education, held at Stephens College, April 1–3. Addresses are grouped under the following main divisions: "Special Approaches to Consumer Education" (i. e., Labor, Better Business Bureaus, and Cooperatives); "What Should Be Taught About Advertising in a Consumer Course," "What Is Consumer Education?" "Vitalizing Economic Education," "Commodity Information for Teachers," and "Current Economic Issues of Interest to Consumers." Summarizes the discussions of 18 round table groups which considered a wide variety of problems relating to consumer education.

THE FEDERAL TRADE COMMISSION, ITS DUTIES AND PROCEDURE. 1940, pp. 5. Address: Federal Trade Commission, Washington, D. C. Free. In addition to a general outline of the work of the Federal Trade Commission this booklet contains an appendix giving in detail the work of the Radio and Periodical Division, a list of the various investigations carried on by the Commission, comments by representatives of industry on Trade Practice Rules and excerpts from court opinions relating to the Commission's work.

THE FEDERAL TRADE COMMISSION AND CONSUMER PROTECTION, an address by R. E. Freer, member of the Federal Trade Commission, given before the Educational Buyers Association. 1940, pp. 6, mimeo. Address: Federal Trade Commission, Washington, D. C. Free.

A STUDY OF QUALITY AND RETAIL PRICES OF OHIO-PACKED VEGETABLES, by Charles W. Hauck. Mimeographed Bulletin No. 123. 1940, pp. 26. Address: Department of Rural Economics, Ohio State University, Columbus, Ohio. Free. This investigation of the relation between quality and retail prices of 65 cans of corn and 65 cans of tomatoes packed in Ohio canneries, was conducted by the Department of Rural Economics of Ohio State University, and the Ohio Agricultural Experiment Station in cooperation with the Ohio Canners Association. Among the conclusions were: (1) prices are almost wholly unreliable as guides to quality, and (2) that some means, other than price, must be available to indicate quality to the buyer if she is to buy intelligently and avoid wasteful and uneconomic expenditure.

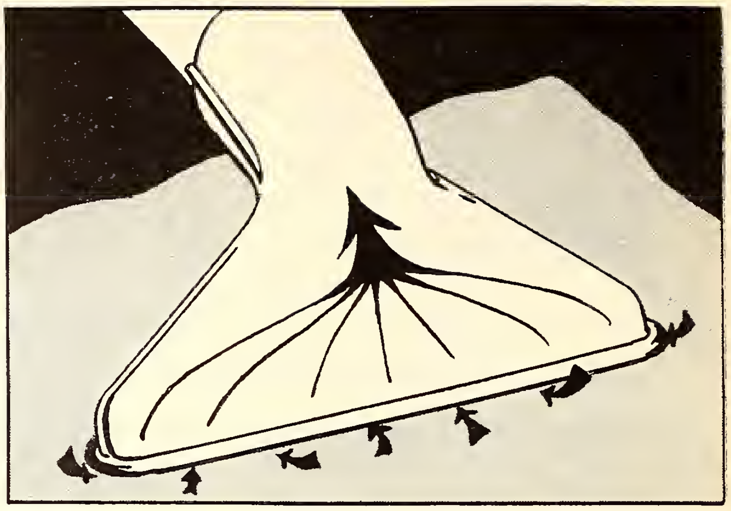
CHILDREN'S BODY MEASUREMENTS FOR SIZING GARMENTS AND PATTERNS, by Ruth O'Brien and Meyer A. Girshick, U. S. Bureau of Home Economics. Department of Agriculture Miscellaneous Publication No. 365. 1939, pp. 25. Address: Superintendent of Documents, Washington, D. C. 20 cents. This report gives detailed statistical information on the body measurements of 133,807 children between 4 and 17 years of age. These measurements were used in developing a proposed standard system of measurements for sizing children's clothing.

CONSUMER DEMAND IN MISSOURI FOR SELECTED ARTICLES OF HOUSEHOLD TEXTILES, by Jessie V. Coles. Research Bulletin No. 301, 1939, pp. 46. Address: Agricultural Experiment Station, University of Missouri, Columbia, Mo. Single copies free. Limited supply. Discusses the results of a survey of consumer demand for sheets, blankets, window curtains, and towels under the following headings: demand for specific qualities; effect of income on practices and preferences in purchasing; difficulties encountered in buying.

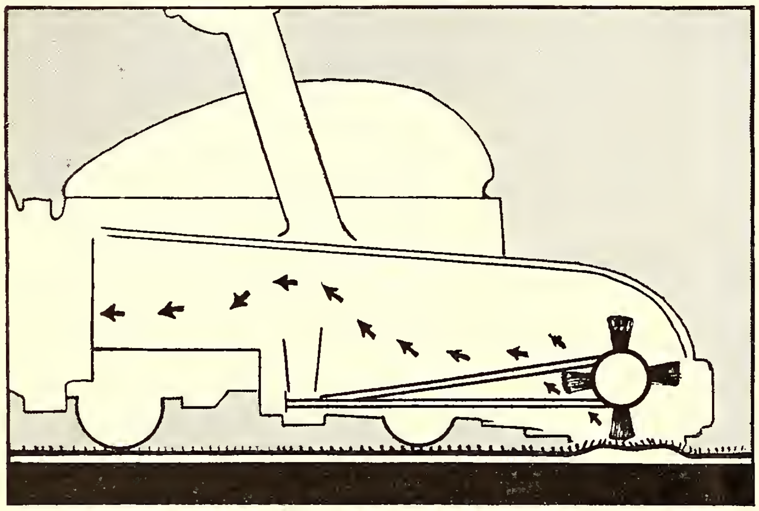
CONSUMER DEMAND IN MISSOURI FOR SELECTED ARTICLES OF CLOTHING, by Jessie V. Coles. Research Bulletin No. 300. 1939, pp. 58. Address: Agricultural Experiment Station, University of Missouri, Columbia, Mo. Single copies free. Limited supply. This survey covered house dresses, afternoon dresses, slips, and hosiery. Treats of the character of present purchases; the demand for specific qualities; the effect of income on practices and preferences in purchasing; difficulties encountered in buying.

Pointers on Vacuum Cleaners

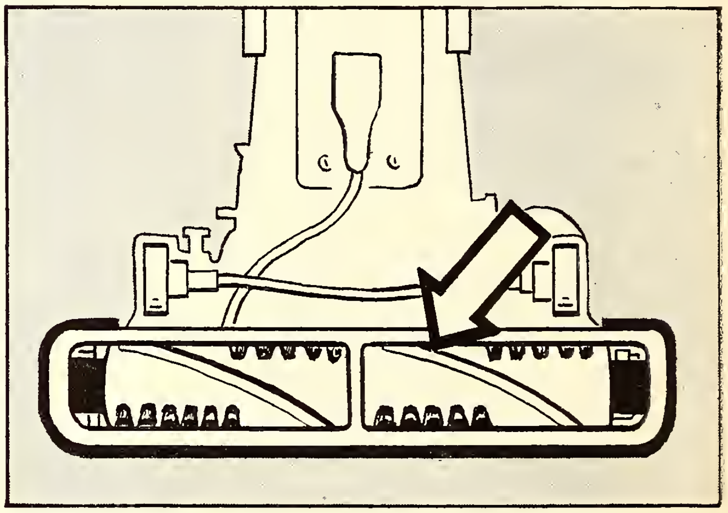
For less than 50 cents a month you can buy and run a "vacuum." When you set out to buy, you can be no surer of picking the right one than you can of getting your man in "Blind Man's Buff." These tips on how to buy which come from the Bureau of Home Economics are general, but following them is good buying practice



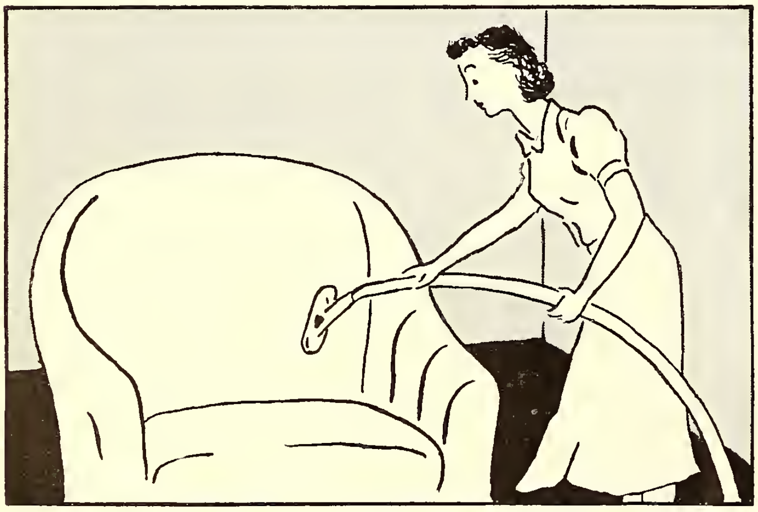
MOST CLEANERS depending on suction alone remove less dirt than motor-driven brush cleaners. Women preferring suction cleaners may need to run them longer than they would motor-driven machines to get comparable results.



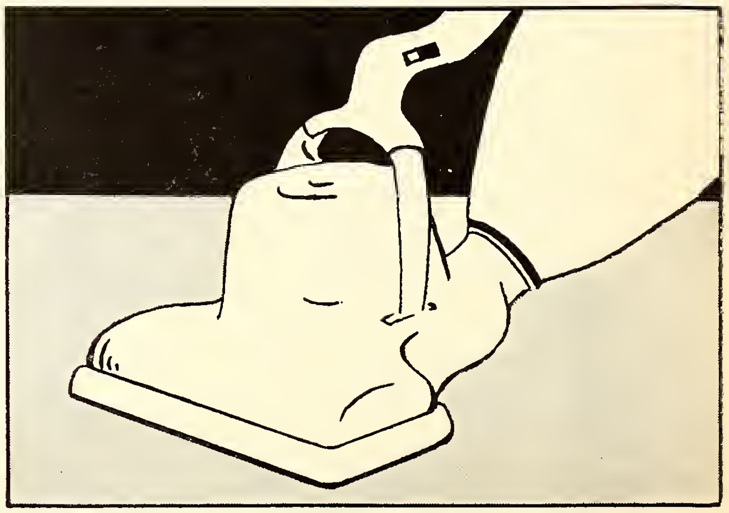
MOST MOTOR-DRIVEN brush machines have rotating brushes which loosen dirt. Suction carries it off. Ten to 20 minutes a week are recommended for cleaning a 9×12 rug with a motor-driven brush cleaner.



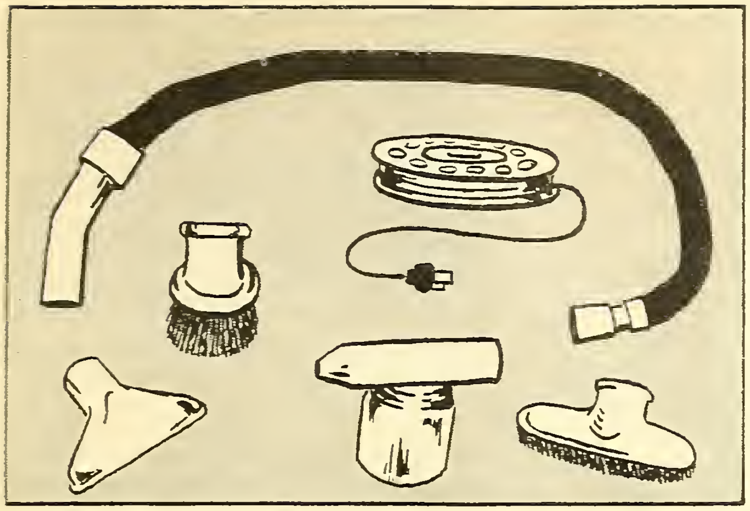
OTHER CLEANERS have steel bars or metal-tipped rubber vibrators on the cylinder in addition to brushes. These vibrate the carpet and help loosen the dirt, simulating the old-fashioned beating carpets got before the vacuum cleaner era.



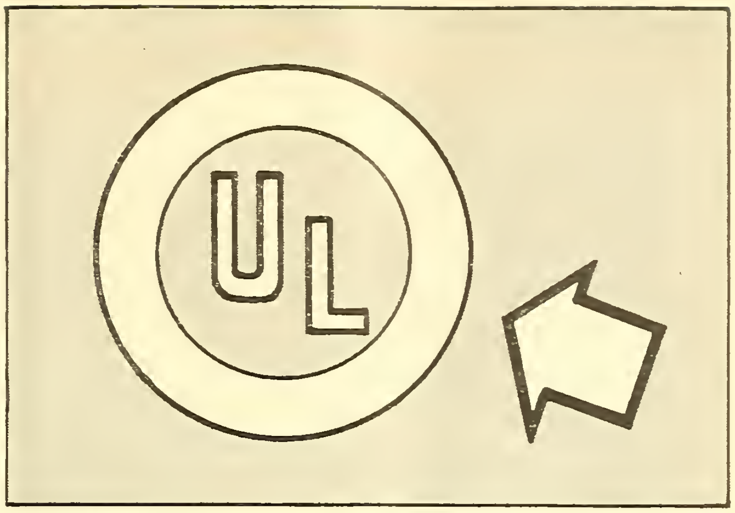
KEEP YOUR NEEDS in mind when buying. Suction cleaners are easy to handle. They are most effective when used on upholstery, draperies, and light rugs with short pile, where dirt does not burrow too deeply.



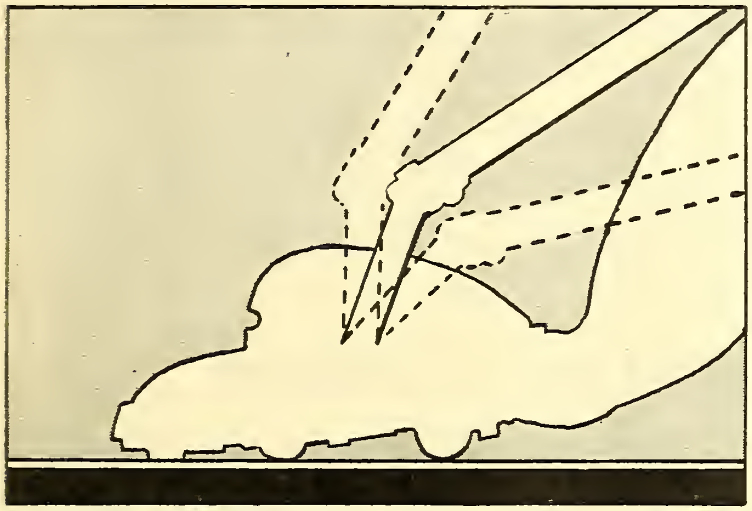
MOTOR-DRIVEN BRUSH machines are considered best for heavy rugs. The beating, brushing motion helps stir up the dirt ground down in heavy pile. Once loosened, suction can more easily get hold of it, carry it off.



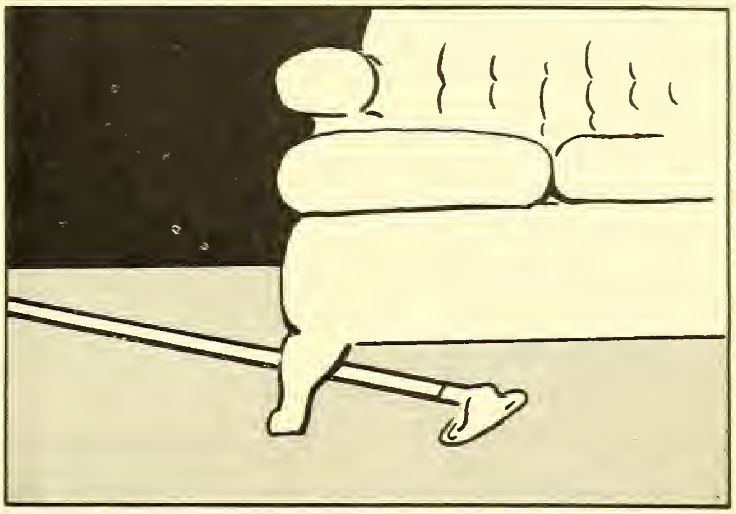
WHEN CONSIDERING special features and attachments, decide whether they're worth added expense. A cleaner's main job is cleaning. Be sure you will use humidifiers, sprayers, polishing devices enough to make them worth the cost.



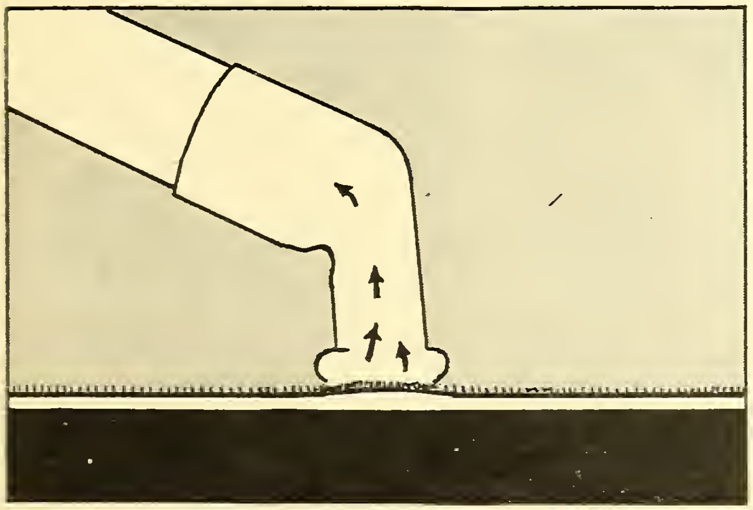
AN UNDERWRITERS' LABORATORIES LABEL is insurance against electrical defects, not a guarantee of performance. Take the cleaner home to try. Household dirt is not like that sprinkled on by salesmen.



DOES THE NOZZLE adjust simply to different rug thicknesses? Does the handle raise and lower easily and stay in place at each of the 3 use heights? Is it easy to operate? Too heavy cleaners are hard to carry up and down stairs.



DOES THE CLEANER run quietly without too much vibration? Can it be used under most heavy pieces of furniture? Is it accompanied by a clearly stated year's guarantee, and can you get reliable, convenient repair service?



AFTER YOU'VE BOUGHT your vacuum cleaner help make it do its best job by seeing that the nozzle makes a good seal with the rug (this gives best suction). Follow manufacturer's instructions for adjusting the nozzle and all other attachments.

CLEAN DIRT CONTAINER thoroughly after each use, keep brushes clean and adjusted. Follow directions for lubrication and storing carefully. Keep attachments together in bag or original box.

MILK GLOSSARY FOR CONSUMERS

(*Concluded from page 10*)

is either fed to animals or thrown away. It contains most of the lactose in milk, some of the protein, and part of the vitamin and mineral content of milk. (See *Waste.*)

But while important and valuable food ingredients may be lost in the manufacture of cheese, cheese is none the less a concentrated food of high value.

Five ounces of whole milk cheddar cheese is the equivalent in nutritive value of a quart of whole fluid milk.

The nutrients contained in particular kinds of cheese depend upon what the cheese is made of—skim milk, whole milk, or milk enriched with cream.

Skim milk cheese, of which cottage cheese is the most important, is an inexpensive source of protein, of Vitamin G (riboflavin) and of the important milk minerals.

When cheese is not made of whole milk, it is usually described as "part skim" or "skim."

Cheeses made of whole milk are naturally richer energy sources than other cheeses.

The Food and Drug Administration, under the Food, Drug, and Cosmetic Act of 1938, will soon establish definitions for the more common varieties of cheese. Under the old Food and Drug Act, it formulated some unofficial definitions which are of interest.

Cheddar cheese, by these definitions, contains not more than 39 percent water. The residue without the water must contain at least 50 percent fat on a moisture-free basis.

Pineapple, limburger, brick, and neufchatel cheese (all made from whole milk) similarly contain not less than 50 percent milk fat on a moisture-free basis.

Other whole milk cheeses contain varying amounts of milk fat: Gouda, 45 percent after the water is removed; cream cheese, 65 percent on the water-out calculation.

Stilton cheese, which is made of whole milk with or without added cream has no prescribed milk fat minimum. Nor does roquefort cheese or gorgonzola cheese, which is a whole milk product.

Edam, Swiss, Camembert, Brie, and Parmesan cheeses are made either of whole milk or of skim milk. When they are made of skim milk, the label must indicate this fact if the cheese enters interstate commerce. Both Swiss and Camembert cheese, under the unofficial cheese definitions, contain 45 percent milk fat on the water-free calculation.

Process cheese, which makes up a good deal of the cheese which consumers see piled in jars or packages on the top of the refrigerator at their grocery store, has been unofficially described by the Food and Drug Administration as "the modified cheese made by comminuting (grinding up) and mixing one or more lots of cheese into a homogeneous plastic mass, with the aid of heat, with or without the addition of water, and with the addition of not more than 3 percent of a suitable emulsifying agent."

Process cheese by itself means processed cheddar cheese and must not contain more than 40 percent water and not less than 50 percent of milk fat on a water-free basis.

When process is used with the name of another cheese, it means that that kind of cheese has been processed. Then this process cheese should measure up to the standards set for that variety of cheese.

American cheddar cheese, the glowing yellow variety which most people think of when they think of cheese, is sometimes called by other names, Daisy, Long Horn, and Young America. These names refer to the size and shape of the cheese.

Grades have been established by the Department of Agriculture and by many States for American cheddar cheese. The U. S. grades are, like the butter grades, voluntary.

Cheese, like butter, is scored when it is graded. Determining the quality of a cheese involves rating it on 4 factors: flavor, for which a cheese may receive up to 30 points; body and texture, for which 40 points can be given; finish and appearance, which count 20 points; and color, which counts 10 points. A perfect scoring cheese would get 100. Actually, few cheeses score higher than 93. Cheese that doesn't rate 85 is not scored at all.

When a cheese is graded by a Federal grader, the grade may be stamped on the rind or on the container.

These grades, however, are rarely seen by consumers, though there is no reason why consumers shouldn't see them, and for that matter ask for them when they aren't there.

CHOCOLATE MILK: Whole milk to which chocolate has been added as flavoring.

Most chocolate flavored milk beverages now on the market, however, are made of skim milk and not whole milk. Under Federal regulations, such products when sold across State lines may not be called chocolate milk, but must be called by some name which indicates that they are not made of whole milk. In some States similar regulations are also in effect.

Lard Gets a Standard

LARD HAS HAD its face lifted by 3 surgical paragraphs recently made public over the signature of the Secretary of Agriculture. The paragraphs set forth 2 standards of identity: one for lard, and the other for a product made from pork fats less desirable than those used in lard. The latter product after November 1, 1940, is to be called rendered pork fat. At present it is sold as lard.

Lard after November 1, if it enters interstate commerce, must be made exclusively from the more desirable hog fats. Specifically, under the new standard of identity, lard is the "fat rendered (melted) from fresh, clean, sound, fatty tissues from hogs in good health at the time of slaughter, with or without lard stearin or hardened lard" (that's to make it firm if necessary). Bones, blood vessels, scrap fats, skimmings, and the like can't be used to make lard. Materials for rendering into lard must also be reasonably free of muscle tissue and blood.

Rendered pork fat, a lower grade of cooking fat, which should sell for less than lard, must also be made from the fat of healthy animals. This product, however, may be made from fats that have been cured or cooked and which contain meat food products other than pork fat. Unlike lard, rendered pork fat may be processed in part from edible organs, and some bones.

Consumers have long been asking for quality grades to enable them to make sure that they get the quality of product they think they are buying.

Technical difficulties still stand in the way of A–B–C grades for lard, but the present standards of identity are a move in the direction of more informative labeling.

The lard standards were issued under authority given in the Meat Inspection Act of 1906. Similar standards of identity which are being issued for other foods, mainly canned fruits and vegetables, and dairy products, come under the aegis of the Food, Drug, and Cosmetic Act of 1938.

These lard standards, incidentally, are compulsory. A–B–C grades for food products, on the other hand, are voluntary. While the Department of Agriculture has worked out simple A–B–C grades for many foods, no processor or dealer need use them unless he wants to.

Storing Our Abundance

ALARMISTS who worried over the fate of the millions of bushels of wheat and corn stored in the Nation's Ever-Normal Granary can rest easy. There is no shortage in sight of these precious grains resulting from deterioration or disease while under storage.

The grains are stored into warehouses and bins scattered throughout the corn and wheat belts as security for Government loans to farmers. When loans are repaid, the farmer gets his security back. Sometimes for months, and even longer periods, the grains remain in the granaries before they reach the market. Often the question is posed: Is the Ever-Normal Granary—especially its farm bins—a safe place to store our abundance?

At the close of the 1939 loan period Department of Agriculture inspectors looked over the wheat bins in 21 western and midwestern States. They wanted to see how the stored grains had come through a season of extremely serious weevil infestation. In 65,000 bins, on approximately 33,000 farms, they found that less than 2 percent of the granaries had suffered from the infestation. Practically all of the infestation was checked before too much damage was done, and neither the borrower nor the Government suffered any loss. For this remarkable record officials credit the regular inspections of the bins made for protection of borrower and Government. The farmer who stores his loan collateral on the farm assumes full responsibility for keeping the wheat in good condition and the periodic inspections help him do the job.

Almost a half-billion bushels of corn were stored on farms under the corn loan program through the past winter, spring, and summer. Some of this corn has been in storage as long as 3 years. At the close of the summer, inspectors found that 98.7 percent was of as good quality as when placed under loan. Of the corn stored in steel bins about 60 million bushels—only 2½ percent—had shown any deterioration, and only 0.4 percent had been removed from bins because of damage or threatened damage.

YOUR FOOD SUPPLIES AND COSTS

FOOD COSTS. Another slight decline (1 percent) in retail costs occurred from July to August. This reduction, like that in the previous month, was largely due to lower fresh fruit and vegetable prices. Lower prices for these items more than offset a seasonal increase in egg prices. Prices of other foods changed but little during the period.

Notwithstanding this second successive reduction, food costs in August were still slightly (3 percent) higher than last year. Except for August 1939, however, they were the lowest they have been at this time of the year since 1934. This increase in costs over last August was largely the result of higher prices for meats, dairy products, and cereals and bakery products. Prices of other foods were about the same as last year, or slightly lower.

FOOD SUPPLIES. Production of many crops has turned out to be larger than expected earlier this year as the result of favorable weather in recent weeks. Nevertheless there has been no significant change in the general food supply outlook for the 1940–41 season. Supplies of major foods still are expected to be about the same or larger than in most recent years and above average.

FRUITS. More citrus fruits, about the same amount of grapes, and fewer apples than last year are expected during the remainder of 1940. Peak marketings of apples and grapes generally come in October.

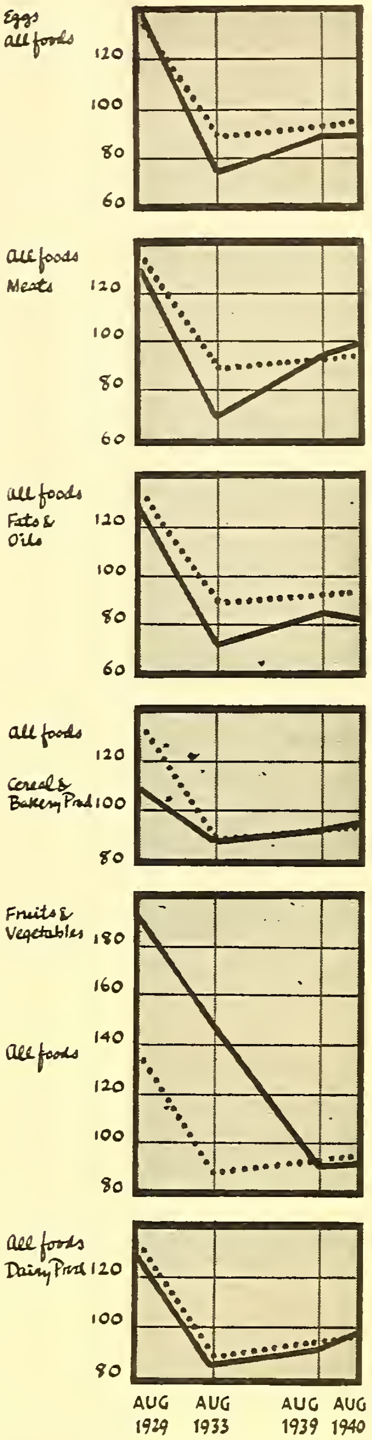
VEGETABLES. Outlook is for larger supplies of potatoes and cabbage, but smaller amounts of onions and sweetpotatoes than last fall and winter.

CRANBERRIES. Supplies, which generally are marketed from September to December, probably will be 20 percent smaller than last year's big crop.

MEATS. Seasonal increases in beef, pork, and lamb supplies are expected in October. During the remainder of 1940 more lamb, and about the same amount of beef and pork as a year ago are in prospect.

DAIRY PRODUCTS. Production of butter, cheese, evaporated milk, and other dairy products is expected to continue above 1939 levels during the remainder of the year.

EGGS. Supplies are expected to decrease seasonally through November and to continue below their 1939 level the rest of the year.



CANNED VEGETABLES. Peas probably will be more plentiful than last year, but smaller amounts of corn, string beans, and tomatoes are expected. Supplies of all vegetables are expected to be slightly smaller (6 percent) than a year ago, but about the same as average (1935–1939).

TURKEYS. Supplies are expected to be slightly larger (1 percent) than last year's record size crop.

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CONSUMERS' GUIDE

OCTOBER 15, 1940

MEAT

MILK GLOSSARY

TOBACCO

FOOD SUPPLIES

CONSUMERS' GUIDE

OCTOBER 15, 1940 VOLUME VII, No. 2

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D. E. MONTGOMERY, CONSUMERS' COUNSEL
MARY TAYLOR, EDITOR

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IF YOU HAVE a bottle of beribboned champagne handy and you're looking around for something to smash it on, you might use it to christen the new U. S. certified A-B-C grades the Department of Agriculture is launching this fall.

U. S. certified grades are going to grace the products of 5 selected canneries, and they are going to appear for sale in some large cities at the beginning of this winter.

U. S. certified grades already appear on meats, to take one example. When consumers read "U. S. Choice," "U. S. Prime," or "U. S. Good" on a cut of meat that means a Federal inspector has examined the meat, graded it, and stamped it. The grade stamp here is Uncle Sam's word that the meat is the quality it is represented to be.

Now the Federal government, experimentally at first, is cautiously offering the same U. S. certified grades for consumers to use when they buy canned fruits and vegetables.

A-B-C grades are familiar to consumers.

A national chain store company sells canned foods with these A-B-C grades on the label. Many independently owned and operated stores sell foods with A-B-C quality designations on the label. Consumer owned and operated cooperative groceries also sell them.

All this has come about under a law which permits the Department of Agriculture to define quality grades for farm products.

Under this law anyone having a financial interest in foods for which grades have been established may apply for the Federal grading service. When this is done, representative samples of the foods to be graded are examined. A certificate of grade is then issued to the person who applied for the service upon the payment of a small fee.

SOMETIMES THIS GRADE INFORMATION IS passed on to consumers, usually it is not. When dealers do pass the information along to consumers, they have the grade of the product printed on the label. The cost of this is infinitesimally small.

Another way dealers can share their grade information with consumers is even more simple. An experienced dealer can grade the quality of his products himself using the U. S. grade definitions as guides. Then after he has graded the products he can tell consumers the quality of this product without using a single adjective by printing the grade on the container label.

The U. S. certified grades that are now being tried by the Department of Agriculture and 5 pioneering canners, however, are new and unique. First of all the U. S. certified grades do not appear on labels simply as Grade A, or Grade B, or Grade C. Instead, they appear ceremoniously as "U. S. Grade A," or "U. S. Grade B," or "U. S. Grade C."

Somewhere on the labels of these foods there is the additional legend, "This product was packed under the continuous inspection of Agricultural Marketing Service, U. S. Department of Agriculture, and the above grade officially certified."

Embossed in the can, if the food container is a can, is the shield of the United States Department of Agriculture. If the container is made of glass the shield is blown into the glass.

U. S., plus the shield of the Department of Agriculture, plus the official U. S. certification on the label mean—

(1) Every statement relating to grade on the labels of these foods has been approved by the Department of Agriculture.

(2) Federal inspectors on 24-hour duty watch over the preparation of the food.

(3) The plant in which the product was packed was subjected to a rigorous inspection.

(4) Employees in the plant observed certain rules of cleanliness.

(5) Workers preparing the food wore uniforms including caps or approved hair coverings.

(6) Federal inspectors observed the preparation of the food at each step.

(7) Samples of each lot of food bearing the "U. S. Grade" were graded and an official certificate of the grade issued. The canners pay the U. S. Department of Agriculture for the salaries and expenses of inspectors, plus the overhead administrative cost of maintaining the service.

Years ago, back in the 1890's when American meat was looked at skeptically abroad because there was no Federal meat inspection service in the United States, the meat packers appealed to the government for a meat inspection service which would examine meat to be exported, and then stamp it with a government stamp. The Federal stamp, they reasoned 30 years ago, would restore confidence in the quality of American beef. They were right, it did, and out of that original inspection service there grew the present meat inspection service.

The new "U. S. A-B-C" grade labels are designed to carry just as much weight with buyers in foreign countries and consumers in this country as the Meat Inspection Service's round purple stamp; more weight in fact, for the round purple stamp is an assurance of wholesomeness only. The U. S. certified grades go a mile farther by telling you the quality of the product (U. S. Grade A, U. S. Grade B, or U. S. Grade C) and then certifying the quality statement.

Plainly the certified grades are an innovation, and an innovation should be tested. To test this new method of certifying quality to consumers, the Department of Agriculture selected 5 canning plants, one in Michigan, one in California, one in Florida, and 2 in New York. The commodities to go out on the trial run are canned corn, sweet and sour cherries, pears, peaches, tomatoes, apricots, fruits for salads, fruit cocktail, and tomato juice.

Official grades for some canned products put up by these packers are not yet available so no grade designation will appear on such products. Nor will grade designations appear on all products of which the grade has been certified. In these instances the label will say, "This product was packed under the continuous inspection of Agricultural Marketing Service, U. S. Department of Agriculture." That statement carries no guarantee of grade, but assures cleanliness and wholesomeness of the product.

During the winter the U. S. certified canned foods will be found on the shelves of stores in many cities.

It has been suggested that this innovation merits "unveiling" ceremonies in stores where these goods may be stocked. If you wish to have your grocer display them and will write the *Consumers' Guide,* you will be sent the names of the cooperating canners in order that you may enable your grocer to get in touch with the canners through which the necessary arrangements may be made.

LOW-COST HOUSING—light, airy, spacious—starts these children to health. Low cost diets can finish the work of making sturdy young citizens if they're planned to pack in balanced supplies of food nutrients economically.

Bringing Up Consumers

Members of a Washington, D. C., low-cost housing project nose out wasteful buying habits to make their dollars buy better meals. Here's how they got on the trail of pocketbook pilferers

CUTTING CORNERS is an American specialty. Some women cut corners by buying dresses for $29.50 which used to cost $59.50. That kind of corner cutting is fun. Other women buy dresses for $1.89 which used to cost $3.00. That kind of corner cutting isn't much fun. It's hard work, and it's necessary work. Half of America's families have to make less than $22 a week stretch far enough to provide for a whole family not only their clothes, but food, shelter, household tools, medical care, personal care, and all the dozens of odds and ends that make living possible today.

Corner cutting by the buyer for such families doesn't stop at dresses. She has to find ways to save on everything the family buys. Through all her economies she has to keep the family's health in mind. The more intelligence and knowedge she brings to bear on the job the easier it is.

Families in a Washington housing project fit in at the halfway mark in the national income range. Most of them live on about $1,000 a year, a little more than $19 a week. Food, as with most low-income families, is their biggest and most important expense, the hardest to save money on.

Because there are so many families in the country like them, who are trying to see what they can do to make their food dollars go farther, the Consumers' Counsel asked some of the housing project families if they would join in a kind of experiment to see how a group of people can get started on an exploration into wasteful food buying practices. They agreed.

First meeting of the Study Circle introduced members to some basic consumer problems and suggested an outline for future meetings.

It's hard to tell anyone in words what it means to be a smart consumer. You have to say it in action. One of the most dramatic ways to get started is the one used at the first Study Circle meeting. It has the same appeal for an audience as a magician with his bag of tricks.

The bag of tricks consisted of a box filled with packages of different foods, medicines, cosmetics. Each package was found during different shopping expeditions in town. Anyone who keeps his eye peeled can make a similar collection, though there are fewer packages on sale which produce an optical illusion in favor of the merchant than there were before the Food and Drug Administration got busy, enforcing its new Food, Drug, and Cosmetic Act.

EACH PACKAGE TOLD A STORY. THERE WERE 2 boxes with tubes of toothpaste inside. The tube in the larger box held less toothpaste than the tube in the smaller box. Moral: When you don't read the net contents on the package you may get fooled and pay twice the amount for half as much. There were bottles of strange design that looked as if they held much more than they did. There were packages of tea designed to look as if they held more tea than they really did. Every package had a moral. Together, they showed the audience how intelligent consumers could actually save money by reading labels, looking for the net weight, comparing costs per ounce instead of costs per package, watching for quality grades, marks that guarantee safety, labels that give facts not fanciful adjectives.

As soon as the leader held up the first set of deceptive packages and asked which one was larger, he led the audience into the trap which snares most consumers. They were interested in the game, began to ask questions themselves.

After the gasps of amazement over the number of wrong answers, it was time to explain the first step in this consumer study. Food, which takes the biggest chunk out of most family incomes was the subject chosen for study. There were 2 ways to study it. Starting with the "bag of tricks" demonstration at the beginning of the meeting the group could have gone on looking for all the "gyps" consumers run into every day in food buying. Then they could learn how to avoid them and add up the savings which their smartness would net them. Or else they could start out keeping records of the food they bought and the amount they spent for it. Then they would not only be able to track down wastes of the kind described above, but in addition they would be able to check up on their diets and see what extra savings they could make by better all round planning. At the same time, they could safeguard the family's health by watching diets. Study Circle buyers decided on the latter method.

CONSUMERS' COUNSEL AND THE BUREAU OF Home Economics worked out a set of charts so that these consumers could keep track of all the food they bought for a week or two.

Group members got behind the idea. One woman said she'd tried over and over again to budget her family expenses. She always gave it up after a month or two. When she heard about keeping her food records she thought it would make her whole budgeting problem simpler. One of the big reasons for her failure before was ignorance of how much she actually needed to spend to give her family the food they should have. She thought that keeping the food records would give her help in apportioning money for food, and other essentials, show her where she could save on food and have more for her other needs.

The chart book, which any consumer group can get by writing to *Consumers' Guide,* is divided into sections for different kinds of food bought during a 1- or 2-week period. It allows room for recording the quantity of each item of food purchased and the amount spent for it. In addition there is an inventory sheet for members to put down all the foods in larders and cupboards at the time both of starting and of ending the account. This is necessary, of course, in order to get a complete record of all food consumed. Staples bought in quantity, such as flour and sugar, might come on this list. At the end of the little book is a chart where with simple check marks each housewife can record the sex and age of each person eating at home each day of the week.

Going over the charts and pointing out which foods belonged under each heading, and how to record quantities, brought out several questions from members. They wanted to know whether low-priced milk was a good buy; what differences in food value there were between vegetable and animal shortenings; whether the Vitamin D in milk was worth the extra amount you had to pay for it, and so forth. Finding answers to these questions would offer hints to economy and better diets even before records of family food purchases were completed and ready to study. Greatest number of questions on any single subject was about milk. Women wanted to know whether all brands were safe, whether some were richer or fresher than others, whether there was more than one grade, and so forth.

TESTING CANNED PEAS by applying U. S. grade standards rooted out many prejudices about price, brand, and quality when testers found their theories had no basis in fact. They decided buying by grade was safest.

THE ANSWERS WEREN'T HARD TO FIND after you knew how. To find out about the health regulations for milk, grading, and butterfat content, someone had to call the District of Columbia Health Department. In addition, someone interested in Vitamin D milk searched government bulletins to get the facts about this milk and what are the real Vitamin D needs of children and adults.

At the second meeting newcomers were introduced to consumer education in a direct way. They heard the answers to the past week's questions on milk as they were brought out in the discussion. They learned that health regulations required inspection of cow, farm, and dairy. They found that Washington milk could have no more than 40,000 bacteria per cubic centimeter, no visible dirt; that it had to be kept at 45 degrees Fahrenheit. With these regulations they agreed they could count on all milk being safe. All milk had to be above 3.5 percent butterfat.

With these facts before them they were ready to figure out for themselves what milk was the best buy. On the basis of dairy figures for butterfat content they found one brand of milk delivered to homes for 14 cents a quart was richest in butterfat, 4.6 percent. One store sold milk at 11 cents which tested 4.0 percent butterfat. If they bought the 14-cent milk instead of the 11-cent milk, they would pay for its additional 0.6 percent butterfat at the rate of $1.86 for a pound of butter. They decided they'd do better to buy 11-cent milk and use the savings to buy extra butter at about 30 cents a pound. For the many families who bought at least 10 quarts of fresh milk each week, the knowledge gained meant 30 cents savings each week, or $15.60 a year.

One woman found out the amount of Vitamin D in a quart of Vitamin D milk. Then she found out how much that much Vitamin D cost in capsule form. She found it was much cheaper to buy Vitamin D in capsules than pay the extra penny for it in milk.

DISCUSSION OF MILK LED TO QUESTIONS about other foods. Several people wanted to know the differences between various brands of canned goods. A testing experiment was promised for the next meeting.

Canned peas were chosen for the experiment. Members were as interested as girls at their first cooking class. There were cans and trays and plates on the table when they came into the meeting. Members joined in the experiment from the start when the chair-

KEEPING TRACK of what the family eats and how much it costs is easy if you put it all down right after marketing. When your records are completed in a week or two you can begin to see where diets are faulty, where money is being tossed away in wasteful buying habits.

PLANNING AHEAD, housewives know how much they'll need of different foods to make a week's well balanced meals. They watch for a Weights and Measures agent's seal of accuracy on grocer's scales. They take advantage of the savings in cash buying.

man asked different women what they looked for when they went to buy canned peas. There were all sorts of answers. One said she looked for tender peas and always got hard. Another said she bought June peas because they were the tender ones. Another said she looked for flavor, another for a good brand, and so forth. One said she got small peas because large ones were always tough. Another mentioned price, and quantity.

Then they started out to test 3 kinds of peas brought to the meeting. All of them were priced differently. The purpose of the test was to find out whether consumers acting alone on their own judgment and experience always spotted the best buy, or whether the standards used by the Government in grading canned fruits and vegetables were more useful and accurate guides. Part of the group devoted themselves to examining the peas. The rest studied the labels to find out what relevant information they contained, how much they could learn from the labels that would help them in buying.

Peas were first examined to see whether they were packed full, and whether the liquor in which they were packed was clear or cloudy. Then the peas themselves were examined. Broken, off-color, spotted peas, skins and foreign material were put aside. Peas were graded according to the number of imperfections found. Next, flavor and tenderness were tested on the basis of information given in the leaflet on U. S. Grades for Canned Peas. When the experiment was over and the women summarized the results, they found that the 12-cent peas which were graded "C," were much superior to another ungraded brand, and that they were very little different from a Grade "A" brand. They concluded that quality grades were a definite help in buying, assuring consumers of a certain defined, consistent standard of quality.

They were also surprised to have some of their notions of what constituted good peas knocked into a cocked hat. One woman, who at first refused to taste a large pea for flavor, because she knew large peas were tough and tasteless, found she liked their flavor best. They also found you couldn't count on early June peas always being tender since they are a variety of pea, not necessarily young peas. Another woman who said she always bought 15-cent peas because cheaper ones had no flavor, decided a graded cheaper brand could be satisfactory and economical, too.

The important thing to remember, if you are planning an experiment like this for a consumers' group, is to get the group to take part in the experiment all the way through. Also let them determine as a group the problems to be studied. In that way they understand what bearing the experiment has on their own buying habits. If you want to have a detailed outline to use in conducting a testing experiment on peas write to the Consumers' Counsel.

Buying experiences from the first were poured into the hopper of this Washington group discussion. Buying late on Saturday night at large city markets was one kind of economy explored. Some fruits, it was observed, could be bought in quantity at considerable saving; oranges, for instance, when bought by the box and divided among several families, brought down the cost per dozen. Cheese bought by the pound, it was found, cost a third as much as cheese bought in little 5-ounce jars.

One of the first things such a consumer group learns is to look for the seal on a scale showing that the scale has been examined and approved by a Weights and Measures officer. Talk about ounces and pennies leads to learning how useful a Weights and Measures office is, both to buyers and sellers, how it operates, how consumers can work with it to help it do a thorough job.

Washington's group is just starting. A few women have filled out their food records and are ready to get started on a program of better buying habits to cut down waste. Next step, in their better buying study, will be learning how to plan good diets at low cost. For that, this group will first compare their own records of food purchases with diet plans worked out by the U. S. Bureau of Home Economics, noting carefully which types of food they are short on, which types they overbuy. Planning can start soundly only when you know your goal. Fortunately, the goal of a safe, sound diet can now be definitely and accurately stated.

More Strength to Your Meat Dollar

Dollars spent for meat go farthest when you know a few simple facts about food values, kinds of cuts, quality grades, and methods of cooking

WHEN YOU BUY MEAT, you want to know what it will cost, what its food value is, whether it is a tender cut, and how it should be cooked. Which is to say, you want to make your budget buy its best in nourishment, flavor, and variety.

One thing about meat is that you don't necessarily sacrifice food value by choosing low-cost cuts. Inexpensive cuts can be made tender and tasty if you learn the right cooking rules and then have the culinary patience to stick to them.

When it comes to low-cost cuts, you want to know what dishes they are best suited for and how they should be cooked.

A Note on Cooking Meat.

Cook meat according to cut. Buy the cut you can afford, then decide how you are going to use it by checking with the tables on the pages that follow.

Tenderness of the cut and amount of fat or lean determine how it should be cooked. Beef roasts and steaks from rib and loin, all lamb and pork cuts, and most cuts of veal are tender. Less tender are beef chuck, brisket, plate, rump, round, and flank.

Roasts need special attention. Putting the roast in a scorching oven and turning the heat on high will finish the cooking in a short period of time. But that method is expensive because fuel requirements are high, the number of servings per pound of meat purchased are reduced unnecessarily, and the meat loses flavor and juiciness. Lower temperatures in the oven result in very moderate fuel requirements, better tasting meat and more of it, but mean a longer cooking period.

For tender cuts of beef such as rib and loin roasts keep the oven temperature moderate, say 300 to 350 degrees Fahrenheit, and cook in an open pan.

The less tender and less expensive cuts, such as chuck and round, can be made tender and appetizing if cooked properly. Bureau of Home Economics specialists recommend this approach:

Use long, slow cooking with some liquid. That holds for stews, pot roast, Swiss steak, and any of the other meat dishes suitable for low-cost cuts. Follow just the opposite technique for the tender, more costly meat dishes such as roasts, steaks, and chops, cooked by roasting and broiling without added liquid.

Acid of fruits or vegetables also tenderizes meat. Cook the meat with tomatoes; or place it in a mixture of vinegar or lemon juice and oil for several hours before cooking. Pressed for time, the quickest way to cook tough meat is to grind it, or pound the meat to break up the connective tissues.

"Meat Dishes at Low Cost," prepared by the Bureau of Home Economics, gives more information about cooking tough cuts and has over 50 laboratory-tested recipes for meat dishes. Price: 5 cents. Order it from the Superintendent of Documents, Washington, D. C. Do not send stamps.

Food Value of Meat.

Meat contributes fat, protein, and iron to the diet. Nutritionists rate it a good energy food if it contains its quota of fat. Meat organs—heart, kidney, liver—and lean meats are good sources of Vitamin B_1 (adequate amounts of Vitamin B_1 or thiamin are of special importance for making food energy available to the body, for maintaining normal appetite, and for promoting normal tone to the digestive tract); of Vitamin G or riboflavin (without which sores, reddening of the skin, and scaling about the nose, mouth, and ears may develop); and of nicotinic acid (the anti-pellagra vitamin). For Vitamin B_1, lean pork is far superior to other lean meats.

Muscle-building protein—chief nutrient of meat—is found in the lean portions.

Compare Costs.

High-priced meats are not high because their lean meat is more nutritious than the lean meat in low-priced varieties. The lean in meat of one grade, or cut, or sex of animal has practically the same food value as the lean in meat of any other. Much of the extra flavor and tenderness found in higher-priced meats is due to the extra fat they include. This fat has food value, too, but it may cost more than fat in some other food.

If you must make your meat dollar work hard, then shop around for the lower grades bearing the Government grade mark of "Utility" or "Commercial," and look for the low-priced cuts as shown in the charts on the pages which follow. Higher quality Government-graded meat bears stamps reading "Good," "Choice," or "Prime."

Meats as they are handed to you over the counter by your butcher usually include not only lean but fat and bone. Sometimes you can eat the fat, too. The bone's largely waste, except for what flavor it will give a soup or for what fun it will give the family pet. The proportions of lean, fat, and bone vary greatly from cut to cut, from grade to grade. Sometimes a low price per pound of meat may mean a high cost per pound for lean.

If consumers knew the percentage of lean meat in every retail cut, it would be a simple matter to figure the actual cost of the lean portion. These figures are lacking.

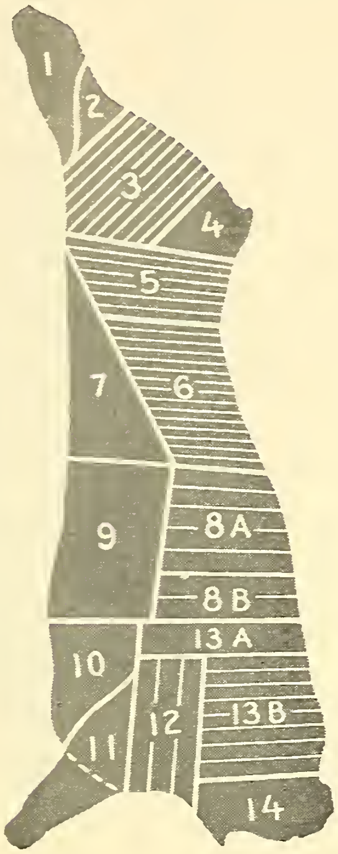
Local preferences for different cuts sometimes have the effect of making them relatively more expensive than in other places. It's smart practice to experiment with all different kinds of low-priced cuts.

About the beef charts on the pages that follow: "Porterhouse" may be an uncommon name for a steak to some of our New England readers. Likewise, Midwest readers may be confused by "top round," and "heel of round," instead of just plain "round" cuts. It all adds up to the complete lack of standardization throughout the country in cutting up a beef carcass. There is a "New York style" of cutting, a "Chicago style," a "Cincinnati style," and any number of others developed through local practice and custom. The charts on the opposite page show the "New York" and "Chicago" styles of cutting. The Department of Agriculture is urging meat packers to adopt the "Chicago style" as a standard. If some of the cuts seem strange, ask your local butcher to tell you what they are called locally.

Consumers can get pictures of wholesale beef cuts, and the retail cuts that come from them, by ordering a set of the meat identification charts prepared by the Department of Agriculture. The charts show how representative wholesale beef cuts are carved up into retail cuts. They also illustrate the difference in appearance between cuts of different grades. Copies must be ordered from the Superintendent of Documents, Washington, D. C. Ask for "Educational Illustrations on Agriculture and Home Economics—Group 6, Meat Identification, Beef." The price is 15 cents. Do not send stamps.

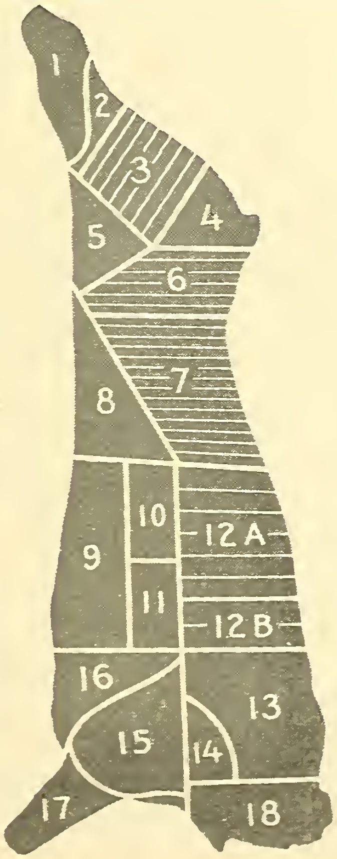
BEEF

Chicago Method of Cutting



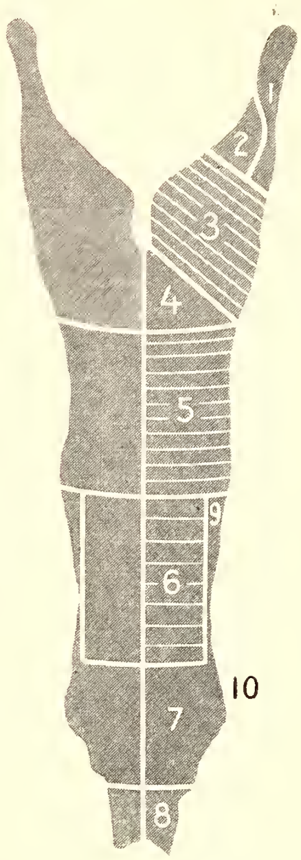
CUT	USE
Low-Cost Cuts:	
1. Shank (including bone)	Soup, stew.
9. Plate, fresh or corned	Stew, boiling meat.
10. Brisket, fresh or corned	Boiling meat, stew.
11. Fore shank	Soup, stew.
14. Neck	Stew, mincemeat, meat loaf.
Medium-Cost Cuts:	
13. Chuck—straight cut:	
A. Chuck blade	Pot roast, stew.
B. Chuck	Pot roast, stew.
2. Heel of round	Stew, pot roast.
3. Full round	Minute steak, Swiss steak, pot roast, stew.
4. Boneless rump	Pot roast, corned.
7. Flank	Braised steak, stew.
12. Chuck round bone	Pot roast, stew.
High-Cost Cuts:	
8. Prime rib—7 ribs:	
A. Prime rib roast, 5 ribs	Roast.
B. Blade roast, 2 ribs	Roast.
5. Sirloin	Broiled steak, roast.
6. Porterhouse	Broiled steak.
Other Edible Parts:	
Heart	Stew, stuffed, braised.
Kidney	Stew, meat pie.
Liver	Fried, braised, liver loaf, liver paste.
Tongue, fresh, corned, pickled, smoked	Boiled.
Tripe, fresh, pickled	Broiled, fried, creamed.
Oxtail	Stew, braised, soup.

New York Method of Cutting



CUT	USE
Low-Cost Cuts:	
1. Shank (including bone)	Soup, stew.
9. Navel	Stew, boiling meat.
10. Thick plate	Stew, boiling meat.
11. Corner piece	Pot roast.
16. Brisket, fresh or corned	Boiling meat, stew.
17. Fore shank	Soup, stew.
18. Neck	Stew, mincemeat, meat loaf.
Medium-Cost Cuts:	
2. Heel of round	Stew, pot roast.
12. Prime rib—8 ribs:	
B. Blade roast, 2 ribs	Roast.
14. Top chuck	Pot roast, stew.
4. Boneless rump	Pot roast, corned.
3. Round	Minute steak, Swiss steak, pot roast, stew.
5. Top sirloin	Pot roast, roast.
8. Flank	Braised steak, stew.
13. Chuck	Pot roast, stew.
15. Cross rib	Pot roast.
High-Cost Cuts:	
6. Sirloin	Broiled steak, roast.
7. Porterhouse	Broiled steak.
12. Prime rib—8 ribs:	
A. Prime rib roast, 6 ribs	Roast.
Other Edible Parts:	
Heart	Stew, stuffed, braised.
Kidney	Stew, meat pie.
Liver	Fried, braised, liver loaf, liver paste.
Tongue, fresh, corned, pickled, smoked	Boiled.
Tripe, fresh, pickled	Broiled, fried, creamed.
Oxtail	Stew, braised, soup.

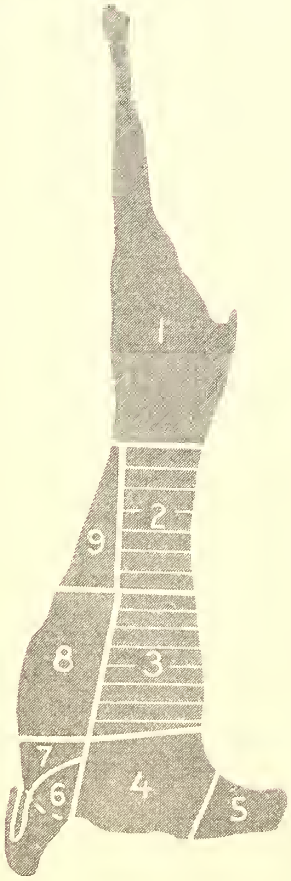
VEAL



CUT	USE
Low-Cost Cuts:	
2. Heel	Fricasee, pot roast, ground meat.
8. Neck	Fricassee.
9. Breast	Fricassee.
10. Fore shank	Soup, fricassee, ground meat.
Medium-Cost Cuts:	
1. Shank	Soup, fricassee, ground meat.
4. Rump	Pot roast.
6. Rack	Braised chops, roast.
7. Chuck	Pot roast, fricassee.
High-Cost Cuts:	
3. Round	Cutlets, veal birds, roast.
5. Loin	Braised chops, roast.
Other Edible Parts:	
Heart	Stew, stuffed, braised.
Kidney	Stew, meat pie, broiled.
Liver	Broiled, fried, braised.
Tongue, fresh, corned, pickled, smoked	Boiled.
Brains	Fried, braised, scrambled.
Sweetbreads	Broiled, creamed, in salad.

Veal, from very young calves, 3 to 8 weeks old, is most plentiful from January to July. Veal from calves between 3 and 10 months old is most plentiful from June to November.

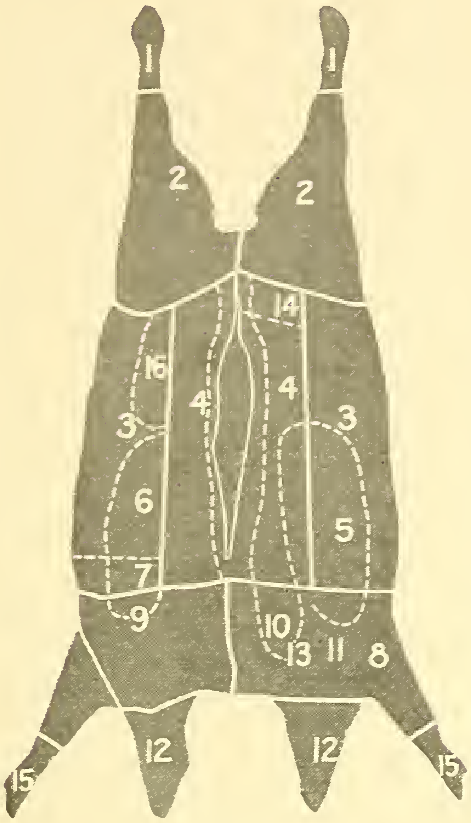
LAMB



CUT	USE
Low-Cost Cuts:	
5. Neck	Stew.
6. Shank	Soup, stew, ground-meat patties.
7 & 8. Breast	Stew, stuffed roast.
9. Flank	Stew, ground-meat patties.
Medium-Cost Cuts:	
1. Leg	Roast.
4. Square chuck	Boned roast, stew, Saratoga chops.
High-Cost Cuts:	
2. Loin	Broiled loin chops, roast saddle.
3. Rib or rack	Broiled rib chops, crown shoulder roast.
Other Edible Parts:	
Heart	Stew, braised.
Kidney	Broiled on toast.
Liver	Broiled, fried, braised.
Tongue, fresh, corned, pickled, smoked	Boiled.
Brains	Fried, braised, scrambled.

Lamb is tender at any age. "Spring lamb," 3 to 5 months old, is most plentiful from May to September. Meat from more mature lambs, 6 to 12 months of age, is most plentiful from September through April.

PORK AND RELATED PRODUCTS



CUT	USE
Low-Cost Cuts:	
1. Hind feet	Boiled, pickled.
5. Spareribs	Baked, boiled.
6. Spareribs (half sheet)	Baked, boiled.
10. Neck bones	Cooked like spareribs.
12. Jowl butts	Sliced, fried, seasoning for vegetables.
15. Forefeet	Boiled, pickled.
Medium-Cost Cuts:	
7. Brisket (forepart of bacon)	Seasoning for vegetables.
8. Cured picnic	Baked or boiled, fried or braised.
9. New York style shoulder	Cooked like ham.
11. Picnic butts	Cooked like ham.
13. Boston butts	Cooked like ham.
14. Loin Butts (end of pork loin)	Roast.
2. Cured hams (purchased whole or half)	Baked, boiled, fried, broiled, or braised slices.
2. Fresh hams	Roast, braised steak.
High-Cost Cuts:	
3. Bacon (without rind)	Broiled, fried.
2. Cured ham, center slices	Broiled, fried, braised.
4. Fresh pork loins	Roast, crown roast, braised chops.
4. Cured pork loins	Canadian style bacon.
Other Edible Parts:	
Heart	Stew, braised.
Kidney	Stew, meat pie.
Liver	Fried, braised, liver loaf, liver paste.
Tongue	(Fresh, corned, pickled) Boiled.
Brains	Fresh, braised, scrambled.
Tail	Boiled.
Ears and snout	Boiled.
Head	Headcheese, scrapple.

Best quality cuts of fresh pork are wrinkle-free, with a thin, smooth skin. High-quality flesh is firm; poor quality, soft and flabby. Top-grade hams have a moderately small shank, and are short and thick. Look for soft, red bones and fine textured flesh in the best grades of spareribs and pork loin. Cook all pork thoroughly.

Always look for the safety mark of Federal inspection on meat crossing State lines

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LOOK FOR QUALITY GRADES when you shop for meat. If your purse is small, select cuts from the lower grades. From high to low, grades for beef, veal, and lamb are: PRIME, CHOICE, GOOD, COMMERCIAL, UTILITY.

This stamp shows meat was Federally graded for quality

This stamp shows meat was Federally inspected and passed as wholesome

Milk Glossary for Consumers

PART III

"C's" have it this time in this continued dictionary of terms consumers use in talking about their milk problems*

CLASS PRICE. (See Classified Price Plan.)

CLASSIFIED PRICE PLAN. The classified price plan is a method used in many milk markets for the purchase of milk by dealers from milk producers. Milk purchased under the classified price plan by a dealer is classified according to the uses to which the milk is ultimately put. A price is established for milk used in each classification. The plan has been used for many years in some milk markets, particularly since 1918.

Fluid milk, generally speaking, is milk which goes into bottles and carries the highest price. It needs to be produced in conformity with strict health regulations applicable to milk to be used for fluid consumption, and therefore the cost of its production is greater than the similar costs for milk which does not have to meet these requirements. There are also other factors, such as higher transportation costs, which tend to make the price for fluid milk higher than that of milk used for other purposes. Under the classified price plan fluid milk is called Class I milk.

Milk used to produce cream is usually classified as Class II milk. Some markets have only two classes of milk, while other markets have a varying number of classifications, depending upon local conditions. In some markets there are separate classes for milk manufactured into butter and for milk manufactured into cheese, for example.

The amount of milk consumed in bottle form remains rather constant from month to month throughout the year. On the other hand, the amount of milk produced to supply consumer demands varies greatly from season to season. Much more milk is produced in the spring season than in the fall season. In order that there will be an adequate supply of milk in the fall season to meet the demand, it is necessary to produce a surplus in the spring above the total that is needed for fluid consumption. Even in the fall season, however, some excess milk must be produced above the fluid requirements, because the amount of milk consumed from day to day varies. Milk in excess of fluid requirements, may be classified as Class II milk, Class III milk, or Class IV milk, depending on whether it is used as table cream, butter or cheese. Milk for each use then carries a price determined by the price paid for milk used in butter and cheese in places where milk need not be produced in conformity with the strict health regulations applicable to milk for fluid consumption.

It works out this way: The farmer ships his milk to the handler and then the handler sells some of the milk as fluid milk, some of it as fluid cream, some of it as butter, some of it as cheese, and some of it as ice cream. While the handler does this, he keeps a record of the amount of milk that is used for each purpose and at the end of the month he calculates what percentage of all the milk bought was used for the various purposes.

Suppose, for example, it works out that the handler sold 75 percent of his milk as fluid milk, 5 percent as fluid cream, 10 percent as ice cream, and 10 percent as cheese.

The prices for milk used for these purposes might be (1) for milk sold as fluid milk—$2.45 a hundredweight; (2) for milk sold as fluid cream—$1.80 a hundredweight; (3) for milk sold as ice cream—$1.70 per hundredweight; (4) for milk sold as cheese—$1.10 per hundredweight.

Then a farmer who sold milk to this handler would get $2.45 a hundredweight for 75 percent of the milk he shipped, that is for the fluid milk; $1.80 a hundredweight, the fluid cream price, for 5 percent of his milk; $1.70, the ice cream price, for 10 percent of his milk; and $1.10, the cheese price, for the remaining 10 percent of his milk.

The average price paid for all of the milk is called the blended price. In this particular case the blended price would be $2.21 per hundredweight. It is calculated by multiplying the percentage of the total amount of milk used for each purpose by the price of milk for that class. The products obtained from these multiplications are added together and then divided by 100.

In the hypothetical case used here the arithmetic would look like this:

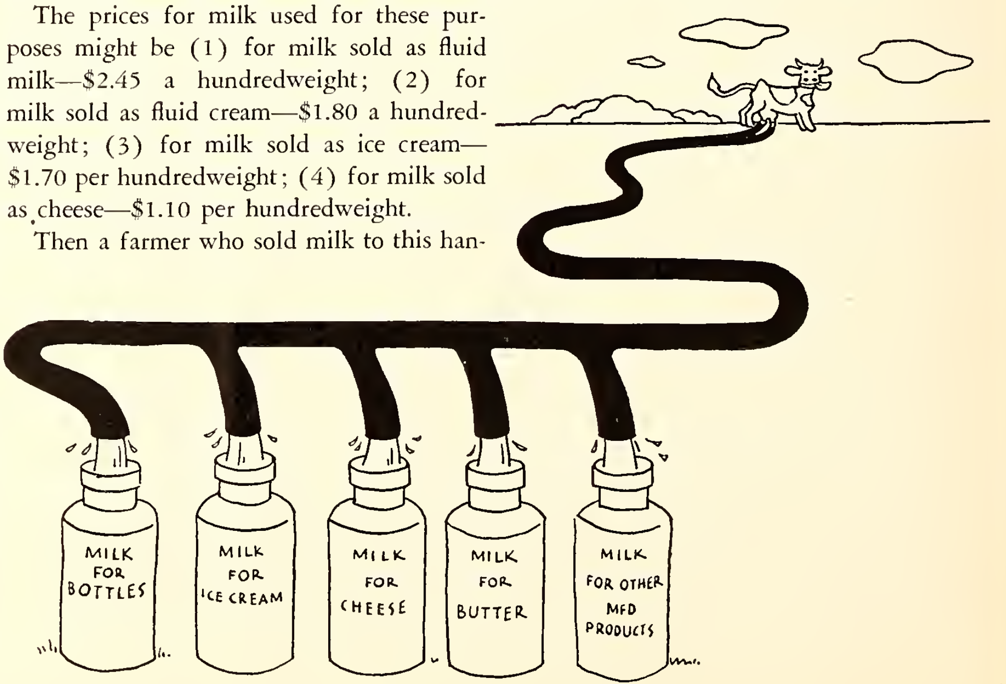
$2.45 (price of milk used for fluid milk)
×75 (percent of all milk used as fluid milk)
(1) $183.75

$1.80 (price of milk used for fluid cream)
×5 (percent of all milk used as fluid cream)
(2) $9.00

$1.70 (price of milk used for ice cream)
×10 (percent of all milk sold as ice cream)
(3) $17.00

$1.10 (price of milk used for cheese)
×10 (percent of milk used for cheese)
(4) $11.00

Add (1), (2), (3), and (4) together and you get $220.75. Divided by 100, this equals $2.21, the blended price.



**Earlier installments have appeared in "Consumers' Guide," August 1940, and October 1, 1940, issues.*

CONCENTRATED MILK. (Plain condensed milk.) This is not the condensed milk that is sweetened and sold in cans to consumers as condensed milk. Concentrated milk is whole milk from which part of the water is removed by evaporation in a vacuum pan. It is sold in bulk to bakeries and other concerns which use milk in large quantities as an ingredient in their products.

Under an official standard of identity, recently promulgated by the Federal Food and Drug Administration for this product, concentrated milk must conform to the definition for evaporated milk except that it is not sterilized, and it does not come in a sealed container. It is intended for immediate use.

CONDENSED BUTTERMILK. A semisolid buttermilk is made by evaporating (usually in a vacuum pan) water from buttermilk until it has a heavy consistency. It contains enough acid to prevent spoilage.

CONDENSED (sweetened) MILK. A preparation made by evaporating a mixture of fresh whole milk and sugar. One pound of condensed milk is the dietary equivalent of $2\frac{1}{4}$ to $2\frac{1}{2}$ pounds of fresh milk. While this product is similar to evaporated milk (see Evaporated Milk), it is so sweet that it should not be used for infant feeding except on a physician's prescription.

An official Federal definition, issued under the provisions of the Food, Drug, and Cosmetic Act of 1938, states that condensed (sweetened) milk should contain not less than 28 percent total milk solids, and not less than 8.5 percent of milk fat. This definition reads, "Sweetened condensed milk is the liquid or semi-liquid food made by evaporating a mixture of sweet milk and refined sugar (sucrose) or any combination of refined sugar (sucrose) and refined corn sugar (dextrose) to such a point that the finished sweetened product contains not less than 28.0 percent of total milk solids and not less than 8.5 percent of milk fat. The quantity of refined sugar (sucrose) or combination of each sugar and refined corn sugar (dextrose) is sufficient to prevent spoilage.

CONSUMERS. While textbooks often talk of "consumers" as the people who buy a product, "consumers" here is used in a much broader sense as referring to everyone who uses or could use a product, in this case, milk. Unfortunately too many people are not actually milk consumers because they can't afford to buy milk. But by modifying the definition of consumer, they can be included in the disccussion where they belong.

In general, most people are alike in that they need milk. How much they need depends on their age and their health.

They are not alike in their ability to get the milk they need.

In the United States, a rough classification divides the people who need milk into 3 classes. There are classified consumption plans for milk as well as classified price plans.

Class 1 includes a minority of Americans who can afford to buy all the milk they want and to pay whatever price is charged for it, even when the price is inflated by the cost of charge accounts, delivery, other services, and even by expensive inefficiencies or needlessly multiplied facilities.

Class 2 is made up of most Americans, the people who could buy the milk they need if milk were sold to them at the lowest possible price, stripped of the cost of special delivery and charge accounts, duplicate services, and other non-essentials. These people need milk, know that they need it, and would be perfectly willing to pay a cash price within their means for it and lug it home themselves if they had a chance to. These people, too, are making use more and more of some of the devices suggested in milk economies (see Economies). Obviously, as consumers, their problem is different from the problem of the people in Class 1.

Class 3 is made up of the people in American families who because of unemployment and other reasons haven't money to buy milk at any market price. These consumers have a problem, too, but it is one which must be dealt with by public assistance.

Recognition of these 3 classes presents milk problems in a different light than that which is thrown on them if all consumers are considered to be alike.

Thus, if consumers in Class 1 do not get enough milk, education is the answer.

Class 2 can get more milk when milk is sold at the lowest possible cost.

Class 3 can only get more milk if public agencies supply it.

CONSUMERS' COUNSEL DIVISION. An agency within the United States Department of Agriculture which operates under the general supervision of the Director of Marketing (see Director of Marketing).

First established under authority given in the Agricultural Adjustment Act of 1933 and continued under subsequent farm acts, the Consumers' Counsel Division is charged with the two-fold responsibility of representing the consumer interest before the agencies and boards engaged in working out and administering the national farm program, and of aiding rural and urban consumers to make wise use of their expenditures and to get the greatest possible satisfaction from them.

One-half of any program designed to secure adequate supplies of food and fibers for all consumers and fair returns to the producers of foods and fibers is the education of consumers so they may cope with their job at the consuming end of the marketing process. One medium through which such educational information reaches consumers is the *Consumers' Guide*. The Consumers' Counsel Division also furnishes speakers and exhibits for consumer meetings and conferences, issues pamphlets on consumer problems, presents a weekly radio program in cooperation with the General Federation of Women's Clubs, conducts research on consumer subjects, and offers itself as a first source of information to consumers on questions related to the supply, price, and quality of agricultural products.

Besides presiding at hearings on marketing agreements and orders, the Consumers' Counsel Division has furnished information to consumer groups preparing to plead their own cases before these hearings.

Within the Department of Agriculture it has cooperated with agencies in working out programs designed to get more milk to consumers, such as the 5-cent milk program, the school lunch program, the penny milk program, and the food stamp plan.

The information issued by the Consumers' Counsel Division, both in its publications and by radio, has attempted to give consumers a broader understanding of all milk problems by (1) discussions of the nutritional value of milk and milk products, (2) descriptions of the production and marketing of milk, (3) analyses of the laws relating to milk, and (4) suggestions of measures consumers can undertake on their own behalf to secure more milk.

Tobacco Holds an Election

Tobacco farmers go to the polls in a new kind of election under the Triple-A program to adjust marketing to the possibilities of the market

JULY 20, 1940, there was a stir down in the tobacco country. Some 203 thousand Americans started off down the road heading for the neighborhood church, the neighborhood schoolhouse, the crossroads store, or the county Agricultural Adjustment Administration office.

All through the bright leaf, flue-cured tobacco belt on the morning of July 20, in front of these community buildings, there were little knots of sunburned men, standing around talking. Inside the community buildings there were other men who sat around tables and seemed to be busy at clerical jobs. In the corner of the room where they sat was a box closed tight. Over the box was a sign, "Ballot Box."

By the time the sun of July 20, had set, 203 thousand farmers had walked into their community buildings in North and South Carolina, Georgia, Virginia, the north end of Florida, and a corner of Alabama. They had dropped their ballots into the ballot boxes.

When all eligible voters in a neighborhood had cast their ballots, the tellers, who were local farmers, tabulated the returns and phoned them to county seats. Other farmers, elected by their neighbors, tabulated votes for the counties, and phoned the results of their computations into the State offices. Finally—by telephone and telegraph—all of the returns converged in an office at Raleigh, North Carolina, where men marked them on blackboards.

Late in the night of July 20, 1940, a man, standing at the blackboard, drew a line beneath a column of figures, made a calculation, and then, after he got an all-clear signal from a checker, announced the election returns.

"The 3-year marketing quota has won; 174,779 for 3 years, 3,655 for 1 year, 24,625 for no quota at all." Then, reading a slip of paper that had been handed to him, he added, "86.1 percent of the total vote was for the 3-year tobacco quota."

Flue-cured tobacco growers, plain people with way less than average U. S. incomes, had 2 strikes on them this summer when they began to harvest their tobacco.

The world smokes up in cigarettes and pipes some 775 million pounds of United States grown bright leaf tobacco a year. In 1939 a record crop produced 1 billion 159 thousand pounds of the bright green leaf that cures to a golden brown. That was 400 million more pounds than the tobacco trade could absorb under normal conditions.

About the time this record crop was hauled to the tobacco barns in the mule-drawn tobacco "trucks" (home-made affairs on wooden runners or small wheels) that are used for this purpose, about half the world was looking anxiously at the sun and listening fearfully for the drone of bombers. Europe was at war.

BOMBERS DIDN'T FLY THE ATLANTIC, but one of the first moves of America's best tobacco customer was to stop buying tobacco. America's best tobacco customer buys one-third of the bright leaf tobacco the United States produces and pays nearly one-half of the total amount of money received for the crop. This customer, Great Britain, stopped buying when an order was issued shutting down on exchange for buying American tobacco.

About 300 thousand farm families grow flue-cured tobacco. Men, women, and children plant, cultivate, and harvest flue-cured tobacco with an average of about 2½ acres per family. In 1939, these families sold their tobacco for an average of 14.9 cents a pound. That 14.9 cents comes hard. Each pound of tobacco contains from 60 to 75 leaves, and each of these leaves is handled 4 different times and then several more times in little bundles of leaves before the tobacco is finally hauled to market and sold.

Altogether the 300 thousand flue-cured tobacco families had a tobacco income of 172 million dollars in 1939, an average of $573.

TOBACCO GROWING is hard work. Planting and cultivating is tedious, and harvesting means that each of the 60 to 70 leaves in a pound of tobacco must be handled 4 times, then rehandled several times in small bunches of leaves.

That wasn't all their income, some of them grew cotton or peanuts or other cash crops, too, and then most of them got soil-conservation payments. That $573 added up to most of what they got, however, and out of it had to come the cash costs of raising tobacco, from $30 to $40 an acre for seed, fertilizer, poison, twine, tobacco sticks, and other materials. On what was left after their expenses were paid they had to live, they had to buy the food they didn't raise, they had to buy clothes, pay taxes, make church contributions, buy school books, pay for medical care, pay interest on loans, and all the other inescapable cash costs of living. All of these expenses had to be paid out of a cash income which came to around $200 per person.

THE SITUATION THEN, WHEN THE WAR broke out, was this. Three hundred thousand tobacco farmers, with incomes already less than adequate, saw the repercussion of a war 3 thousand miles away take the one customer from whom they got nearly one-half of their cash income.

Last time anything like that had happened to them was in 1932, when flue-cured tobacco growers got about 42 million dollars for their bright leaf tobacco. Then an economic tornado swept through the bright leaf tobacco belt, hardly a bank was left standing, and many a business man was left insolvent.

In September 1939 the barometer again flashed storm signals, but there was one major difference. The big difference totaled up finally to the difference between a 172 million dollar tobacco crop and a 43 million dollar tobacco crop. That difference by its own name was the Agricultural Adjustment Act of 1938 as amended, that is—the Triple A.

When the British and other foreign buyers of tobacco stepped out of the market, there was a moment of paralysis, and then relief, as the Department of Agriculture stepped in. The tobacco trade itself declared a 30-day marketing holiday, and then the powerful new economic machinery blueprinted in the Triple A began to operate. A referendum on marketing quotas for 1940 was held, and growers voted 90 percent in favor of them. With a referendum among tobacco growers authorizing tobacco control measures for the 1940 crop, the Department of Agriculture made Federal funds available through the Commodity Credit Corporation to keep tobacco moving almost as if no emergency had suddenly clouded tobacco prospects. British and foreign buyers were authorized to buy tobacco of the same quality and in the same quantity they would buy ordinarily. They

ELECTION DAY came July 20 this year in the flue-cured tobacco country when 203 thousand farmers voted for tobacco marketing quotas for the next 3 years.

WAR echoed through the tobacco auction halls a year ago last September when Great Britain, America's best flue-cured tobacco customer (buying one-third of the crop, paying half of total return), pulled out of the market.

SHOCK ABSORBING the crisis, the Triple-A program provides a method by which tobacco is held here until foreign buyers are ready. The tobacco would ordinarily be stored for a year or two. Under the Triple-A program, the tobacco is stored in the United States instead of in Europe.

bought this tobacco, however, for the Commodity Credit Corporation's account and then the tobacco which customarily would have been shipped abroad for storage was stored here in the United States. In return for payment of part of the handling charges, options on this tobacco were given to the foreign buyers which permit them to buy this tobacco for their own account any time up until July 1, 1941. American tobacco buyers who buy for foreign accounts were enabled to buy tobacco, too, just as if their principals abroad were taking tobacco. Then they were loaned money on what they bought to enable them to hold the tobacco until markets abroad open up again.

When the world settles down and foreign buyers again will want American tobacco (and they will, because the world hasn't stopped smoking), the tobacco situation will be well in hand. The tobacco bought with Federal funds, or with the assistance of Federal funds will move right on through the usual channels.

While tobacco farmers hope, along with everyone else, that the world is going to come out topside up, they can't rely on that. They've got to take disaster into account, too. That explains why they voted on July 20, 1940.

Under the Agricultural Adjustment Act of 1938, as amended, tobacco farmers have the means to vote themselves a way to stand up against disaster.

Each year when supplies are excessive, the Secretary of Agriculture proclaims what is called a national marketing quota for tobacco. He announces the number of pounds of the various types of tobacco that should be produced to supply all the tobacco that is needed for home consumption, export, and for reserves. This allotment of tobacco is then divided among the States, and finally among individual farmers.

Tobacco farm allotments are geared in with the soil-conservation program. To earn soil-conservation payments on tobacco, farmers plant within the acreage established as their allotments. Farmers can, however, let their AAA payments go and plant all the tobacco they want to, if that's the way they feel about it.

In 1939, when there was no marketing quota, many farmers felt that way about it, and the result was 400 million pounds more tobacco than the world could absorb.

There are some stories statistics tell better than plain words. Tobacco farmers will have strung up and cured 660 million pounds of bright leaf tobacco by the end of the 1940 tobacco season, less than 60 percent of the 1939 crop. Thus the tobacco marketing program voted last year already is operating to bring the emergent situation in hand. However, adding the crop this year to the mountain of tobacco left over from 1939, you get some 2,070 million pounds of tobacco. That's the total flue-cured tobacco supply.

Flue-cured tobacco burns up, that is, consumers smoke it in their cigarettes or stuff it in their pipes, at the rate of 750 to 800 million pounds a year. Half of this tobacco, somewhere between 350 and 450 million pounds, normally was exported for smoking in foreign countries.

Now with a record supply of tobacco on hand, about 400 million pounds more than there would be a market for even if there were no war, the loss of the export market threatens to double the troubles of tobacco raisers.

Time was when farmers got themselves into this kind of a jam and then had no way of getting themselves out except over the hard rocky route that winds around past bankruptcy and poverty.

Now they can vote themselves a marketing quota. Under the marketing quota a farmer may not market more tobacco than he produces on his acreage allotment. (For 1941 flue-cured farm allotments will be the same as in 1940 when the national allotment amounted to approximately 760 thousand acres which with average yields will produce about 660 million pounds.) Tobacco marketed in excess of a farmer's quota must pay a penalty—in the case of flue-cured tobacco the penalty is 10 cents a pound.

Formerly marketing quotas could only be voted for one year. Under the shock of what happened in September 1939, farmers decided that it would take careful management and long time planning to get the tobacco situation back in hand. So Congress, at their request, amended the farm bill to provide for 3-year marketing quotas.

Before a marketing quota can go into effect two-thirds of the farmers who vote in a referendum must approve it. In 1938, voting on quotas for the 1939 season, a majority of the flue-cured tobacco farmers voted for a marketing quota. A two-thirds vote was needed, however, so the quota was lost. In 1939 they voted again and a marketing quota for the 1940 crop was approved by 90 percent of the voters. Then on July 20, 1940, they voted marketing quotas for 3 years.

With their votes registered and the quotas approved, tobacco farmers now look forward to what's coming, not happy over the state of the world, but hopeful they can maintain a living income from the tobacco they sell while waiting for foreign countries to become buyers again.

There was a time when the American farmer stood alone against his many problems. Individually, he was unable to contend with the swift economic changes of the time, and was limited in meeting the challenge of soil depletion which threatened millions of acres of once fertile farm land. His existence was too often subject to the whim of chance, or the influence of more compactly organized groups in the markets of the

But American farmers found a means of strength in unity. And the means was found within the scope of a democratic form

WHOLE FAMILIES work on tobacco patches which average 4 acres or less. In 1939, when flue-cured tobacco brought an average price of 14.9 cents per pound, the gross cash income from tobacco came to about $573 a family.

of government. The farm program of the AAA is operated by farmers and for farmers. In every community and county, farmers choose their leaders from among their neighbors, at the ballot box.

There is also another perspective on tobacco. Acreage allotments and marketing quotas are designed to make men masters of economic forces. Soil-building payments are made to tobacco farmers for planting soil-building crops that restore fertility to the soil, for planting trees, for filling up gullies, and for returning strength to the soil in the form of phosphate and lime.

PLANTING KITCHEN GARDENS IS ANOTHER way tobacco farmers may earn their soil-conservation payments. Already the soil-conservation program has resulted in ampler and more varied diets which contain more of the important health-conserving protective foods.

By encouraging tobacco farmers to grow soil-building crops like lespedeza and clover, the Triple A has also encouraged pastures to green in the summer where there were no pastures before. This, in turn, has resulted in the multiplication of family cows, which means milk and butter for farm children who once ate dangerously and monotonously on meat, meal, and molasses.

Flue-cured tobacco makes up half of the tobacco produced in the United States. Used largely in cigarettes, it gets the name flue-cured from the fact that the green leaves are cured in a barn by furnace heat.

Light air-cured (which is chiefly Burley) is the next most important type of tobacco produced in the country. It is used in cigarettes and smoking tobacco. As its name indicates, it is cured by exposure to the air. Because tobacco problems vary with the type of tobacco, there is a separate program for light air-cured tobacco, just as there is for fire-cured tobacco (tobacco cured over an open fire) and dark air-cured tobacco, which are used in chewing tobacco and snuff.

About the end of November 1940, the Burley and dark tobacco growers are going to the polls to vote on a marketing quota just as flue-cured tobacco farmers did in July.

Now no one thinks that because people can vote on their economic problems the problems are solved. That just isn't so.

But if a man thinks about his problems, he is making a small amount of progress. If he and his neighbors work out a program and vote for it and get it, they are making more progress. Then if the program doesn't work the way they want it to, they can tinker with it and vote a patch on their program. That's a little bit more ground gained. Slowly people get places that way.

YOUR FOOD SUPPLIES AND COSTS

FOOD COSTS. Costs went up slightly (1 percent) from August to September after having declined in the 2 preceding months. This increase was due mainly to a larger than seasonal increase in meat and egg prices. There were no other material changes in food prices, except a decrease in prices of fresh fruits and vegetables.

Despite this increase, food costs continue to be relatively low, compared with levels of most recent years. Costs in September were higher than in 7 of the 9 months of this year and above all months in 1939 except September and October. However, they were below the monthly levels from January 1935 to September 1938, a period of nearly 4 years. When compared with September levels exclusively, present costs are the lowest they have been since 1933. The charts on the left show the current level of individual food groups compared with September of earlier periods.

FOOD SUPPLIES. Total supplies for November and the Thanksgiving holidays may not differ much from last year. Supplies of some foods will be larger, and others smaller, except for chestnut supplies, which will be relatively large compared with most recent years.

Turkeys probably will be more plentiful than last year because of a record size crop. In other foods the prospects are:

INCREASES—potatoes, cabbage, dairy products, citrus fruits, pears, fresh tender vegetables, dried beans, pecans.

LITTLE CHANGE—meats other than poultry, dried fruits.

DECREASES—Chestnuts, chickens, cranberries, sweetpotatoes, onions, eggs, rice, apples, canned fruits, canned vegetables, almonds, walnuts, filberts.

FRUITS. Record supplies of oranges and close to record supplies of grapefruit are expected this winter and spring.

VEGETABLES. Winter supplies of tender vegetables may be larger than last year.

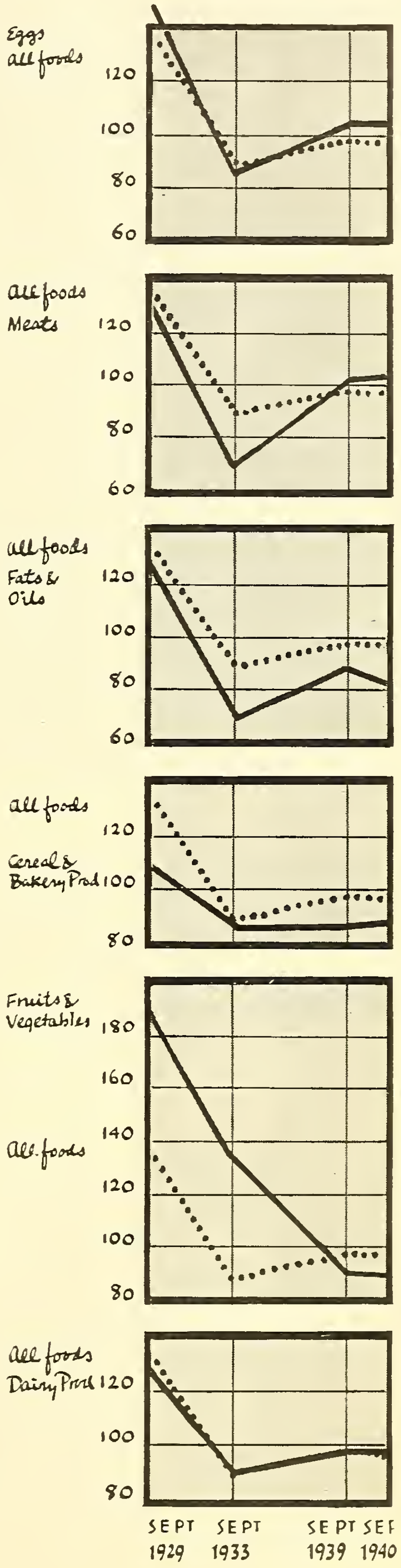
EGGS. Low point in monthly production, which generally is reached in November, probably will be below a year ago.

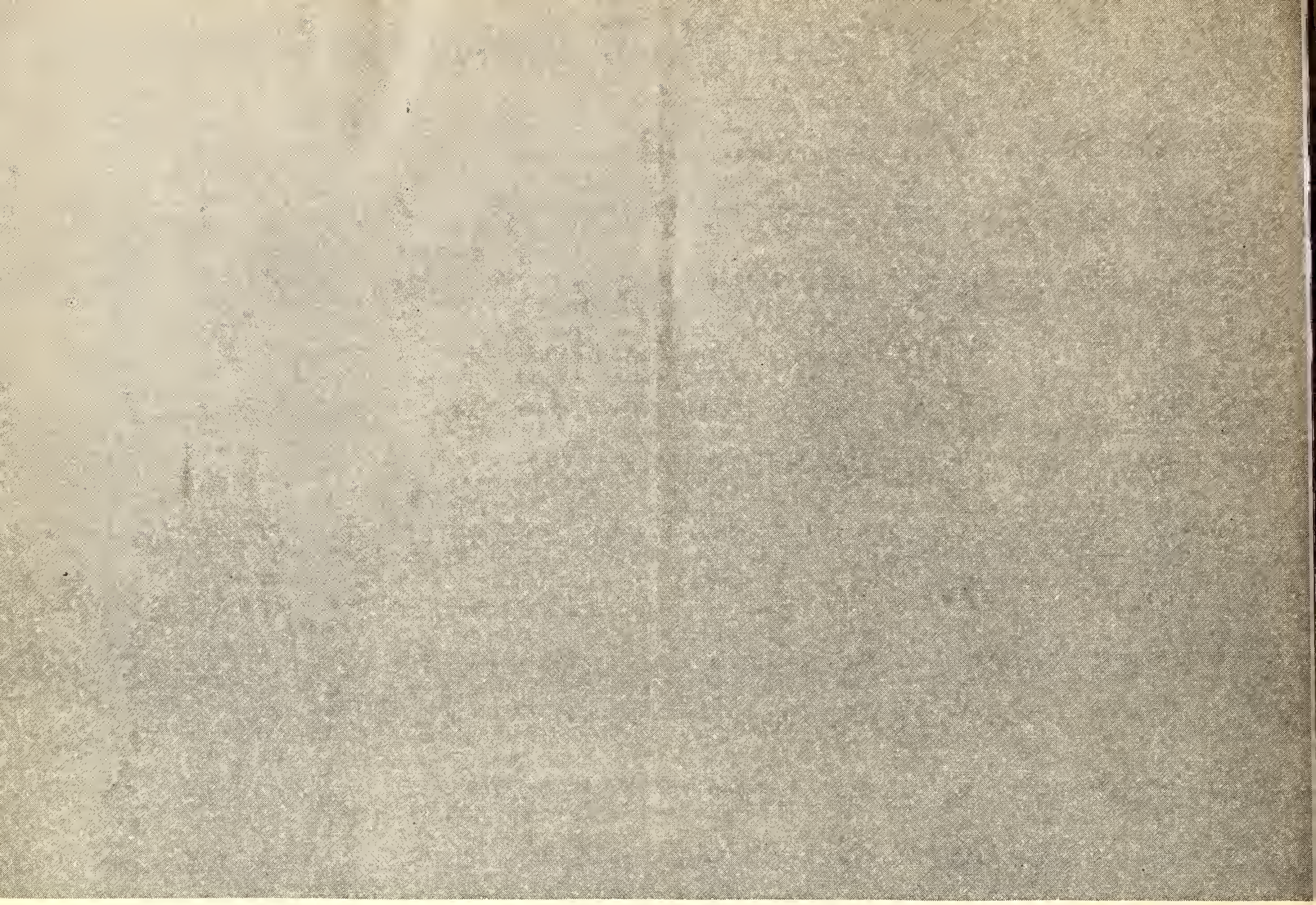
DAIRY PRODUCTS. Milk production this winter probably will continue relatively large compared with recent years.

MEATS. Compared with October, less beef and lamb, but more pork is expected to be available in November.

A PERSPECTIVE

(1935–39=100)





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PENNY MILK

RADIO MARKET NEWS

MILK GLOSSARY

CONSUMERS' GUIDE

NOVEMBER 1, 1940 VOLUME VII, No. 3

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PENNIES ARE PASSPORTS, as most young consumers know, to delicious luxuries, things like licorice sticks, or shiny new marbles, or "all-day suckers." Suggest to any 8-year old in short pants that his pennies should go for milk every day and you'd expect to be faced with an "I say it's spinach" expression. But you may be wrong. At least in New York, where "penny milk" is beguiling the young, some evidence is accumulating that you'd be on the safe side to venture such an apostasy. The evidence is this:

School bells had been ringing only a few weeks this fall for over 67,000 New York school children in the poorer areas of that metropolis, when their teachers announced a new plan for wise penny spending. Most of those children are in elementary schools, but some attend junior high and high schools. For a penny, they were told, they could get a half-pint of milk every day. That was a bargain price, 3 to 4 cents lower than what they had been paying.

"Penny milk" was a new idea made possible by the cooperation of Government, milk producers, and distributors. It was tried out for 3 weeks last June when Federal and local officials in the city of Chicago experimented with the idea in some 15 representative schools. There the record shows an admirable appetite among the younger generation for milk when it was brought down to the price level of sweets and marbles. Before the plan went into operation in Chicago, from 40 to 90 half-pints of milk were purchased each day in each of the 15 schools at prices that ranged from 3 to 5 cents for a half-pint. After the advent of penny milk, purchases increased to an average of 487 half-pints a day for each school. Depending on the school, from 5 to 12 times more milk was purchased by the children when the price was lowered.

New York's experiment with "penny milk" will run 3 months—until the end of 1940. When the period has expired the Department of Agriculture will have records from 2 of the Nation's biggest cities showing how this new idea for moving a surplus agricultural commodity off the farm and into the hands of children actually works. If the records are favorable, it is possible that "penny milk" will take its place along with the Stamp Plans and "nickel-a-quart milk" in bringing to the needy, foods that make for nutritional defense.

Operation of the plan is simple enough. In New York, city officials have agreed to supply all facilities for serving the milk, to supervise distribution, and to collect the penny payments. But it takes no master economist to see that the penny per half-pint is not going to cover the price both to the farmer who produces the milk, and to the distributor who bottles and delivers it to the schools. That is where the Federal Government enters the picture.

Under a special provision of the Federal Milk Marketing Order covering the sale of milk in the New York area, in November farmers could sell "penny milk" to distributors in the "200-mile zone" at 1.12 cents a half-pint. That was 0.3 of a penny less than they were getting for regular bottled milk, but more than the price farmers would have received had this milk been sold to be made into cheese, butter, or ice cream.

Then New York dairies were asked to state the lowest amount they would have to receive from the Federal Government which, added to the penny each child paid, would cover the cost of giving the farmer his 1.12 cents, and shipping, processing, and delivering milk in half-pint bottles to the schools.

Dairies submitted bids to the Secretary of Agriculture for supplying milk to each individual school. Only the lowest bid for each school was accepted. These ranged from 1.22 cents to 1.40 cents a half-pint, which, with the one cent paid by the children, gives the distributors 2.22 cents to 2.40 cents. From funds appropriated by Congress for removal of surplus agricultural commodities, the Federal Government in effect makes up the difference between the penny the children pay and the total received by distributors.

It is still too early to tell the results of the New York experimental try-out of penny milk. First statistics to emerge, covering 34 of the schools, show that after only 4 days of the plan, about 4½ times as many children were buying milk at school than before inauguration of the experiment. Before, 4,776 children—about 7 percent of the total—bought milk. After, 22,963—more than a third of the total—were buying milk. The same picture that resulted in Chicago is appearing in outline from the New York experiment.

Figure experts have estimated that if the 300,000 needy children in the 164 New York schools which are eligible to be included in the experiment bought a half-pint of "penny milk," farmers would have a market for 75,000 quarts a day.

The Secretary of Agriculture has described the plan as "a direct contribution toward improving the health defenses of future America, and a boost to the income of dairy farmers."

In Chicago, a school principal had this to say in a letter to the Surplus Marketing Administration which set up the plan: "The faculty and students wish me to extend their deep appreciation and gratification to you and all those who made it possible to receive the milk at our school for such a low price. The children in this neighborhood are very poor and need as much milk as possible to help nourish their underfed bodies."

In another school, where milk sales increased ninefold, a teacher wrote: "The children can't seem to wait until recess time so they can have their milk."

From several class rooms came reports of teachers supplying needed pennies when even that pittance could not be spared from meager budgets at home.

The problem of the undernourished child unable to buy even the absolute minimum of a half-pint of milk at school is unfortunately a problem common to most American communities. Happily there are people in those communities who want to do something toward eliminating this unwanted barricade to healthier, sturdier children.

Whether the plan is to be continued remains to be seen. Right now officials are concerned with the results of the experimental programs.

All of the photographs of Caswell County, appearing in the first article of this issue, are the work of Marion Post. Our thanks for them go to the Farm Security Administration.

We Take You Now to Caswell County

They're putting some real stuffing into democracy in this North Carolina county where farmers and representatives of Government services are meshing their resources and energies through the Land Use Planning Program

1. Tenancy and tobacco lie behind Caswell County's problems. Tenancy stems from slavery and the War Between the States, commemorated in Yanceyville Square by the Confederate soldier. The present European war has aggravated the problem of tobacco prices.

2. When the Slade Brothers grew the first crop of bright leaf tobacco about 1852, Caswell County was well off. Today with 95 percent of its income derived from the sale of bright leaf tobacco, it would be in hard straights if County Land Use Planning had not come its way.

3. For 90 years, the most important event each year in Caswell County has been the tobacco auction. Here, in a few moments, the auctioneer knocks down a year's labor, often of a whole family. Caswell's income of less than $2,000,000 this year has to spread over the needs of 20,000 people.

GUN GRIPPED IN HIS HANDS, his campaign hat slanting down on his head, and with a pack on his back, a Confederate soldier stares straight ahead across the square into the windows above the garage where the Farm Security Administration offices of Yanceyville, North Carolina, are housed.

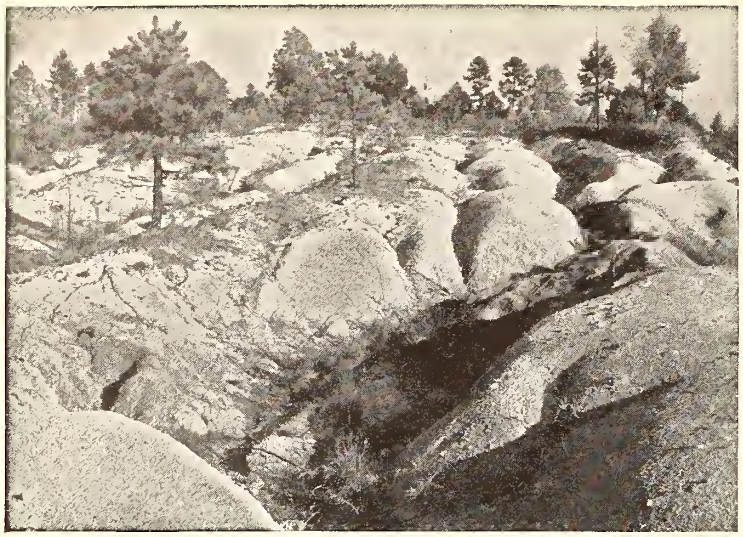
Yanceyville, the map reads when you spread it out, is 18 miles from Danville, Virginia; 37 miles from Durham, North Carolina. Altitude, 619 feet. Population, 500. Seat of Caswell County.

Up Route 14 toward Danville you come to a highway marker. In 1852, the highway marker says, bright leaf tobacco was first developed on the Slade Brothers farm. The guide book adds something interesting. "Here," says the guide book, "a piece of gray sandy loam unsuited to other crops was planted with tobacco. It produced a leaf, lighter in color, sweeter, and finer in texture, which proved highly suitable for smoking mixtures, cigarettes, and plug tobacco wrappers."

Look across the fields behind the highway marker, now, and you can see a patch of tobacco growing, a square of bright green hands held up toward the sun, the palms upturned. There it is, the bright leaf tobacco the Slade Brothers first developed in 1852.

In the day you see men stooping over in the tobacco fields pulling leaves off the tobacco plants; priming, this is called. Off on the side of the field, a mule stands reined to a box on wooden runners, a sled. Into this sled the tobacco leaves are piled.

Down the road a mule pulls a sled up to a tobacco barn where women tie the leaves to sticks. Men pass the sticks of tobacco leaves into the tobacco barns where they are hung for curing.



4. **Tobacco is hard on people; it is also hard on the soil. Once this land was covered with hardwood trees: oak, elm, birch, walnut. Sixty years from now this land may be covered with pine with the help the people are getting to conserve their land.**

5. **Only the boxwood flourishes at this once proud home. Houses built before the War Between the States mutely tell what happens when a farm economy gets out of balance and the people dependent on it are left to shift for themselves.**

Night time in the late summer and early fall, you see small red orange fires burning close to the ground out in the country.

As you drive along you come suddenly on one of these fires. It's burning in a flue underneath a slanting roofed log barn, with timbers grooved into each other, chinks daubed with clay.

A man sits up in a bunk out in the open watching the fires. If you ask him what he's doing, he replies, "curing tobacco."

Day and night, winter and summer, fall and spring, bright flue-cured tobacco, first developed by the Slade Brothers in 1852, determines what the people in Caswell are doing, and thinking, and spending.

TOBACCO IS THE FIRST FACT OF LIFE IN CASWELL County.

In the broad, Caswell County's 20,000 people (half white, half Negro) had an income of about $2,000,000 last year. This year it will be slightly less. In 1931, it got down to $200,000 ($10 a person). Ninety-five percent of that income comes from tobacco. There probably aren't more than 3 or 4 hundred people in all Caswell County who don't get the major part of their income from tobacco.

Tobacco isn't a tyrant that a young patriot can strike down with a heroic cry of *sic semper tyrannus,* or the North Carolina equivalent of the tattered Latin phrase. But the tyranny of uncertain income from tobacco does have an adversary. It's called Land Use Planning.

Land Use Planning isn't a new secret weapon. It's an idea, like this: When people pull together they can get farther than when they pull separately, and what happens to one man's farm and family is important to his neighbors and his neighbors' neighbors. So it is, under Land Use Planning, neighbors get together in community meetings, and from these community meetings delegates get together in a county committee.

All the way along the line, the talk is first about the land, how it is used or misused, what kind of life it yields or could yield, what skills and aids from outside the county are available, how can they be meshed into the life of the county most efficiently. County, State, and Federal agency representatives take part in the planning work. They cooperate in a new way. These representatives aren't there to do all the work under the Land Use Planning idea; they are there to give advice, special, technical, scientific advice, where it is needed. That doesn't mean they don't take advice, too. They do, for it's the give and take, back and forth between people and experts that makes Land Use Planning what it is.

LAND USE PLANNING ISN'T THE SECOND fact of life in Caswell County yet. It's something that's taking shape; something that's happening.

The Confederate soldier in the square of Yanceyville, erected by the United Daughters of the Confederacy to the sons of Caswell County who served in the war of 1861–65, is a symbol of the second hardest Caswell County fact.

Caswell County, before the War Between the States, was about the richest county in North Carolina; now it's one of the poorest.

Before the War Between the States, sheep grazed on the lawns of the plantation homes. There were blooded horses in the paddocks, meat cattle and milk cattle in the pastures, pigs enough to supply all the hog meat and fat needed in the county, game in the woods, fish in the streams. There were also slaves in the slave quarters.

When the men returned from Lee's armies, after Appomattox, they found the slaves who had formerly worked the plantations were free men, without work, without food, and without their former slave quarters as shelter.

The plantation owners still owned their lands, but they had no money to hire their former slaves to work their lands.

Sharecropping (and other forms of tenancy) was the device used to arch over the economical abyss between land owners with land but with no laborers to work the land, and land workers without land to work. Unable to pay wages, the land owners offered to let their former slaves work their land on shares.

SHARECROPPING IS A 75-YEAR OLD SCAR OF the War Between the States.

Two-thirds of the farm operators in Caswell County are tenants. Most of them are share croppers.

In Caswell County, a share cropper is a man who works another man's land with the other man's tools and work stock. He supplies half the cost of fertilizer and in return for his labor he gets half the returns from the crop. The crop is tobacco.

Tom Anderson* is a white share cropper, for example. He's one of 5 share croppers on a farm that lies on the slope up from the Country Line Creek which slants across Caswell County. He lives just about the way half the farmers in Caswell County live, white or Negro.

Last year he worked 3 acres of tobacco, harvested about 2,400 pounds from it, which

* *Names used are imaginary.*

6. Insecurity of tenure, uncertainty of income, and exhaustion of soil have combined to make life hard for most of Caswell's farm families. It's easier to keep their chins and their spirits up now with the help Land Use Planning brings.

7. Between harvests, tenants and croppers have been getting their meal, molasses, and meat on credit at the country crossroads stores. Before Land Use Planning came, Caswell County was almost as dependent on imported foods as a city is.

he sold for 25 cents a pound when tobacco was auctioned off in one of the long skylit tobacco markets in Danville last September. That was $600, but half of that went to the land owner. That left Anderson $300. Fertilizer cost him about $60, but he got half of his 3-acre share of a Triple-A tobacco payment, $27. His cash income for a year's work then was $267.

All of that wasn't clear either. The year before Mr. Anderson had done worse and when he sold his tobacco he didn't have enough money to carry him through the year.

In cases like that, the landlords stand for the share croppers at the country store. That means the landlord guarantees the share cropper's grocery bill. Once or twice a month, Mr. Anderson went up to the crossroads store and charged a slab of fat back, salt pork (that is, "white meat"), a sack of sugar, and a sack of flour, and a sack of beans. When last fall came around, Mr. Anderson owed $92 at the store and that came out of his $267 of tobacco money. For the year 1939–40, then, Mr. Anderson had $175 to go on.

You might like to meet mr. anderson and see for yourself how a man keeps his family alive on $175 a year.

He lives about 5 miles off the hard road, and then another quarter of a mile off a yellow dirt road. The house is shut off from you by a screen of pine trees, but suddenly, as you walk up a slight hill, you step out from under the pine branches and you see a log cabin with a tin roof. At one end of the cabin there is a chimney, broad at the base where the fireplace is, and then triangled toward the top which juts up above the tin roof of the cabin. White dirt chinks up the cracks between the logs of the cabin.

In front of the cabin there is a flower garden, bright golden marigolds, a purple flower with long beaded tendrils, called Joseph's Coat, and a border of shining green shrubs. Mrs. Anderson calls them "burning bushes."

There's a porch to the cabin and on the porch, instead of a chair or swing, there is a seat from an automobile. Mr. Anderson isn't sitting on the automobile seat, however. He's lounging on the step leading up to the porch, his right leg thrust straight and stiff out in front of him. He was going up to the spring (there is no well or running water in the cabin) when he tripped and sprained a muscle.

Two of mr. anderson's sons are sitting on the ground in front of the porch drawing in the earth with their fingers. As you approach, they look up from their drawing and then, somewhat embarrassed, they stand up. Tanned boys in worn overalls, barefooted.

Not many visitors come by the Anderson cabin, so anyone's welcome, although Mr. Anderson does expect you to state your business.

Once you explain you just want to talk, Mr. Anderson has explanation enough. First thing he wants to know is what's the news. Mr. Anderson subscribes to a paper for only a couple of months after his tobacco has been sold, and there is no electricity and no radio.

If you have a newspaper, Mr. Anderson will offer to listen while you read it, and Mrs. Anderson will come out of the house to listen, and the Anderson daughter will stop cleaning pots in the kitchen to come to the door in her overalls and bare feet to listen, too. The boys will sit down on the ground again, but they will be watching you as you read. News is precious when there is no newspaper and no radio. Everyone pays attention as if you were reading a telegram.

After the news is read, that leads naturally to what you think of the news, and that leads to talk that comes around more or less to Mr. Anderson and his family.

Mr. Anderson is a man of more than 50, and he's been cropping for 30 of his 50 years. His father owned a farm, but there were a lot of boys and Mr. Anderson's second oldest brother got the farm after settling up with the other children.

Two years ago, mr. anderson moved to the farm where he is now—because the land is good up in this section of the Country Line Creek. Land's getting thin and wornout around the county but you can tell by the trees, those hardwoods over there, for example, that this is good tobacco land.

Lately he's taken to having a kitchen garden, and a winter garden with salad greens in it all through the winter, and he's going to have meat from the pigs this year, and Mrs. Anderson has canned some tomatoes and some peaches, and there'll be snap beans to can later on.

In the summer Anderson eats what comes out of the garden with a chicken now and then, and of course, "white meat." After the tobacco is sold the Andersons splurge and buy beef.

Last summer they didn't can much and so they ran out of canned vegetables during the winter, but they managed on "white meat" and beans and gravy.

Mr. Anderson got a cow last fall, too, but she isn't very much of a cow. In the summer she gives about a gallon of milk; in the fall she gives about 2 quarts; and in the winter part of the time she gives a quart before she runs out. That's because he doesn't have any feed for her in the winter.

His children eat what he eats except when they go to school where they get free hot lunches. Lunches used to be biscuits with butter maybe if there was butter, and with fat meat if there was fat meat, and maybe with some mayonnaise that Mr. Anderson got from the country store if there was nothing else.

Next summer Mr. Anderson is going to plant some corn and that ought to help him with the cow, and he's thinking of planting enough wheat this fall to fix him up on flour. He can take it to the mill and get it ground for a toll.

MR. ANDERSON HAS NO OBJECTION TO your looking inside his cabin.

There is a bed against the wall on the right as you go into the room, and then on the stone mantle over the fireplace there is an alarm clock. The walls are boarded and there is an old magazine cover pinned up on one wall. In the far corner there is a dresser with no mirror. There are a few wooden chairs in the center of the room, a straw palette in another corner, an opening which reveals a ladder leading up into the attic, and on your left a sewing machine with an iron treadle.

A door leads into the kitchen where there is an iron stove in which the Andersons burn wood for cooking; a table with some tin plates on it; in one corner on the floor there are jars full of red tomatoes Mrs. Anderson and her daughter have canned.

Mr. Anderson and his family now want to know something about why you want all this information. You explain.

Has Mr. Anderson ever heard of Land Use Planning?

He can't say that he has. "It isn't relief is it?"

No, it isn't relief. It's an idea.

"Well, if it's a good idea it might be a good idea." Mr. Anderson isn't joking. A good idea is something that is useful, that will work. And if it's a good idea it might work.

A COUPLE OF YEARS AGO, YOU EXPLAIN TO Mr. Anderson, the people who work on farms and the people who work in the State Agricultural colleges and the Federal Department of Agriculture began to feel that the various farm programs had gone as far as they could go without closer teamwork.

Congress created a Soil Conservation Service and it, with the CCC and the WPA, had impressed farmers with the need for soil conservation.

"You're right, there," Mr. Anderson comments, "10 years ago there wasn't a terrace in this county. Now there are terraces on every farm. Those CCC boys put them in."

Then there's the Triple A, you go on. Congress has given farmers a way of adjusting their production to consumption, at the same time looking out for emergency and national defense needs.

"I'm in the Triple-A program," Mr. Anderson notes. "It gives us a chance to treat the land better. We get payments, too, on our tobacco allotment. My landlord gets half, and they send me half. My check was $27. Got it last May and it came in handy, I'll tell you."

Then, the Federal Surplus Commodities Corporation buys up farm surpluses and feeds them to people who need them, like the hot lunches your children here got last year in school.

"Is that what that is?" Mr. Anderson asks. The sons nod; they know what it is.

Anyway, you explain to Mr. Anderson, a Government agency alone can go just so far in helping people. Unless there is full cooperation between farmers and agencies in planning and carrying out agricultural improvements, very few real benefits will result. That's where Land Use Planning comes in.

"Well, what have they done down here in Caswell County?" Mr. Anderson demands.

Land Use Planning came into Caswell County last winter after tobacco selling time. The County Agent, do you know him?

"Heard of him, but I can't say I know him." You explain, he's a man employed by the County and State and Federal Governments all chipping in who's supposed to tell farmers all about new methods of farming. He's a kind of educational adviser on farm problems. He works, too, with farm boys through the 4-H clubs.

"I guess he works with the land owners," Mr. Anderson says.

There's the home demonstration agent, too. She works with farm wives and farm girls just the way the county agent works with farmers and farm boys.

ANYHOW, YOU GO ON, THEY AND THE FARM Security Administration people in the county, and the Soil Conservation people, and people connected with all the other Federal, State, and County agencies in the county were asked to hold a meeting and talk about this Land Use Planning.

8. Just as the year 1852 marks one turning point in the history of Caswell County, 1939 marks another. 1939 was the year when Caswell County decided to shape its own future through Land Use Planning, after meetings such as this.

9. "Conservation can save that land over by the creek." Neighborhood committees meet to work out neighborhood plans, and a county-wide committee fits neighborhood plans into county-wide programs. Women share in planning, too.

"I thought you said it was for farmers."

You ask Mr. Anderson to wait a minute while you explain that these official people had first to learn about Land Use Planning before they could tell the farmers about it. So they were asked to have a meeting.

"That's good. If they would work together then you wouldn't get the runaround, going from one agency to another."

You have to admit that, but then you pick up the idea of Land Use Planning and you tell Mr. Anderson about the first steps.

After these Government people learned all about Land Use Planning, the first thing they did was to form an Agricultural Workers' Council, a single coordinating council with no official status but with a plan to get together and fit their programs together.

"But how about the farmers?" Mr. Anderson is persistent about them. He wants to see where he comes in.

Meetings were called in all the townships of the county: Stony Creek, Locust Hill, Yanceyville, Anderson, Leasburg, Pelham, Dan River, Hightowers, and Milton.

"That's all of them," Mr. Anderson says.

Letters went out to the farmers in these townships and they were asked to come to a meeting at some farmer's house in their neighborhood.

"Whose house did they meet in here in this township?"

J. L. Marsden's.

Mr. Anderson turns to Mrs. Anderson. "Do you hear that? Mr. Marsden." Explaining to you Mr. Anderson tells you that's his land owner; this is Mr. Marsden's farm. "He's a good man," Mr. Anderson says, while Mrs. Anderson nods.

They had this meeting, you explain, and there was an expert on soil conservation there, and other farm experts too, and then a big map of the township was spread out.

"A map?"

Yes, a map. Each farmer looked at this map and the first thing he did was mark his farm out on it. Then they marked the map to show where woods were, and where tobacco was planted, and wheat, and where there were steep hills.

"Then what?"

Then they began talking about the soils and what condition they were in, and whether a piece of land should be farmed at all, or whether it was too steep to be farmed. Maybe someone thought a piece of land could be farmed if it was terraced, or that a piece of land in corn should really be put into pasture.

Then they thought that maybe some land shouldn't be farmed at all.

THAT WAS AS FAR AS THEY GOT AT THAT meeting.

"Did they hold any more meetings?"

Yes, there were a lot more meetings. At them they talked over their problems some more and began working on recommendations and a program for their township.

"You say these meetings were held in each township?"

Yes, you answer. Of course the talk differed but the idea was the same.

"I'd like to know what they decided needed to be done in this township," Mr. Anderson interrupts. He still hasn't made up his mind on Land Use Planning.

In this section, this committee of farmers looked over the land and found 2 kinds of soil, sandy loam which is good for tobacco, and clay soil which is best used for pasture and grain.

They found out that the woodlands had been cut over clean, mostly because curing tobacco makes it necessary to burn large quantities of wood.

More than half the people are tenants in this neighborhood and most of the tenants have one-year oral agreements instead of written leases.

Tenancy plus tobacco growing has made soil erosion a serious problem.

Roads, they discovered, became impassable during the winter and children are unable to get to school then.

"That's what they found. What are they going to do?" Mr. Anderson asks.

First of all, they decided that a good farm in this area should have from 40 to 60 acres of cropland and from 50 to 100 acres of woodland.

Mr. Anderson thought that was funny. Was somebody going to buy him a farm?

You explain the Farm Security Administration through its tenant purchase program lends money to farmers in Caswell County to help them buy farms, and with this recommendation in mind they see to it that when a tenant is lent money to buy a farm he gets a farm that is well-suited to good farming. Farmers who already own farms plan to balance up their acreage.

MR. ANDERSON WAS PARTLY CONVINCED. "What else did they say?"

More crop rotation. For example, Mr. Anderson had farmed the same 3 acres for 2 years with tobacco. Under this new recommendation, tobacco would be rotated with a grassy crop which would be left on

10. More Caswell County farmers than ever before now spread lime and phosphate on their land, thanks to the education through Land Use Planning and the help that Government brings. Caswell County land is going to be richer.

11. Soil-conservation experts advised Caswell County farmers to grow lespedeza to restore nitrogen to their over-worked soil. Triple A, through its soil-conservation payments, encouraged the practice. Farmers are beginning to see results.

the ground for a year to give the soil a chance to recover from producing tobacco.

Then the committee recommended that the land be planted with some crop in the winter so that it wouldn't be left bare to wash away in the winter rains.

Mr. Anderson volunteers his opinion. "They know how to farm all right, if they said that."

More terracing, and more grassy strips in between row crops to hold the rain and the soil, and they recommend that equipment be made available to farmers so they can keep up their terraces.

Mr. Anderson wants to know if the committee had anything to do with all the new terracing machinery that had come in to the county during the last year.

Very likely. Farm Security lent some farmers money to buy terracing equipment with the understanding that these farmers would rent the equipment out to other farmers at reasonable rates. The county was persuaded to buy some machinery, too. Then the Caswell County farmers said that a good standard would be for every farm to raise at least 2 cows, and 3 or 5 hogs, and from 35 to 50 chickens. That would mean better food for farm families and more income, more pasture and manure, and better soil.

THEY THOUGHT TENANTS OUGHT TO HAVE written leases to sign and they ought to be for longer than one year. They thought that landlords and tenants could reach agreements on improving tenant homes and sharing the expense.

"What kind of improvements?" Mr. Anderson asked.

Well, screens, for example.

"Well, I'll be dawgonned. Mr. Marsden gave me screening this spring to screen this house. Maybe that was this Land Use Planning. What other improvements?"

Well, a sanitary privy.

"He talked to me about that."

And electricity.

"He mentioned that, too. I'm beginning to see things."

Then the Home Demonstration Agent and the Farm Security Administration are to work with families to get better gardens and more home canning.

"Mrs. Marsden talked to Mrs. Anderson about that."

YOU GO ON TELLING MR. ANDERSON ABOUT Land Use Planning. The committee also asked the State Highway Department to fix up the secondary roads so people won't be winterbound.

They asked for recreational facilities in the county, a park, and a community clubhouse.

"A place to hold church picnics, you mean?"

That's one thing recreational facilities could supply.

"We need it," Mr. Anderson agrees.

"Now all this," Mr. Anderson asked, as if he were assessing Land Use Planning in his own mind, "goes on in each township? What about the county?"

Each township meeting elected a committee and then the committee elected a chairman. All the township chairmen together made up the farmer membership of the county committee. This county committee met, too. They looked over the county as a whole, examined countywide problems and made their own recommendations. Then these recommendations were taken back to the township committees and ratified, so to speak.

"That's committees!" Mr. Anderson is skeptical of committees. "What did the committee *do* in the county."

THE BASIC RECOMMENDATION HAD TO DO with the land in the county. First, they decided no one knew enough about the soil in the county since a scientific soil survey had not been made since 1907. So they urged the Department of Agriculture to make a new soil survey. That's been done.

Then they began to examine the problems and conclusions as they were worked out by the township committees. One thing that came out of these discussions was an analysis of the use of the land. Here they divided the county up into 3 areas: blue, where land is being farmed but shouldn't be; red, where farming is going on under doubtful conditions; and yellow, that is okay for farming.

They urged that a good part of the blue land be bought up by the Federal Government and made into a land utilization project.

You tell Mr. Anderson more. The Land Use Planning committee has urged, too, that farming be diversified in Caswell County. Farmers have been urged to grow more livestock for home use and as an additional source of income.

ISN'T IT TRUE THAT COLD STORAGE EGGS ARE imported into this county and sold here during the winter? You ask Mr. Anderson.

"Sure, they're sold to people who can afford to buy them." Mr. Anderson doesn't think it's strange that a farming county should have to buy cold storage eggs when it has all the resources for raising its own fresh eggs. But now that you mention it, he does think something ought to be done.

You ask if Mr. Anderson doesn't buy pigs from a peddler. Well, the committee thinks there ought to be more brood sows in the county so he can raise his own pigs. They want to see more pure bred animals in the county.

They have persuaded the County Commissioners to appropriate money to take part in the Federal-State program to eradicate Bang's disease.

The County Committee also saw a danger in the exhaustion of the forest resources of the county and it plans to undertake a reforestation program through the farmers in the county.

Roads need improvement off the main highways; streams need to be worked over to reduce flood hazards. Programs were worked out so that farmers and government agencies can get this essential work done.

More phosphate and lime should be used to return fertility to exhausted Caswell County soils, and the Committee asked the Triple A to set up its goals so these practices would be encouraged. At the same time the Committee discovered that the method by which Triple A lime was shipped into the county was hard on some farmers, so the committee found a way to get the method of shipping changed.

With many farmers alert to soil conservation practices, more workers skilled in these practices are needed in the county to give farmers technical advice. The committee asked for additional home demonstration workers, and an assistant to the county agent; a Negro home demonstration agent to work with Negro families in the county; more vocational education instructors in the county school system; and additional technical staff in the Farm Security Administration to work with the tenants in the county.

SOIL CONSERVATION REQUIRES EXPENSIVE farm machinery and Caswell County farmers are not overloaded with cash. To get around this problem the committee worked out a program with the Farm Security Administration. Under this program community service loans are made to master farmers for the purchase of farm equipment. Then the master farmer rents this machine to his neighbors when they need the equipment. In this way, with everyone sharing in the cost, it's possible for everyone to have a turn at the machine.

At the same time arrangements were made with the County Commissioners to purchase some farm machinery and rent it out to farmers.

Then there's the health department. Caswell County has no health department. Mr. Anderson knows about that. "If you can't afford to pay for a doctor, chances are you

12. Land Use Planning Committees said there ought to be more cows in the county, and more thoroughbred bulls. The roguish bull calf in the foreground is one result of the recommendation. He was purchased with a Farm Security Administration loan. There's going to be more milk for children, thanks to Planning.

13. Tobacco farmers who can't afford to buy adequate diets can afford to raise them. Land Use Planning is helping. Agents of the Extension Service and Farm Security Administration show how to plan balanced meals, how to can and preserve foods. All the different foods on this table, the sign says, were produced on one farm.

14. Land Use Planning has a way of ramifying. When families begin to plan for better living, the women begin to think about clothes. The Farm Security Administration home supervisor here is helping this mother and daughter to plan and make a fall wardrobe. Shanties, long neglected, get spruced up, too, inside and out.

can't get one," he says. The committee has urged that steps be taken to establish a county health department.

Mr. Anderson lowers his voice and makes his own comment on this. "I reckon," he says, "there must be a lot of blood disease in this county."

You mean venereal diseases?

Mr. Anderson nods his head. Just a feeling that he has; he doesn't know for sure.

Of course, you say, no one knows because there is no county health department. Other people had a feeling there might be tuberculosis in the county, too, a great deal of it, but no one knows about that either. A county health department would find out and do something about it, and the Land Use Planning Committee, you explain to Mr. Anderson, is working on that.

Did Mr. Anderson remember the Bookmobile?

"Sure," he remembered it, "but it only was in the county for a couple of months."

That was right, the Bookmobile, a truck stocked with books and fitted up like a library was brought into the county after the Land Use Planning Committee worked out an arrangement with the State Library Commission. That was what they called a demonstration. It toured the county on a regular route for 3 months.

"Is it coming back?" Mr. Anderson wanted to know.

Yes, it was, for another demonstration, and in the meantime the Land Use Planning Committee was working on plans to see if it couldn't be a permanent undertaking in the county. Maybe half time in Caswell and half time in an adjoining county to cut down the cost.

Mr. Anderson looks over toward his children. "They'll like that," he says. He's not much of a hand at reading.

Then the County Committee has set up a special school lunch committee.

Mr. Anderson's boys come closer to hear about school lunches.

DID MR. ANDERSON KNOW ANYTHING about malnutrition in Caswell County?

"You mean people not eating enough?"

Yes, particularly children not getting enough food and not getting the right kind of food.

Mr. Anderson reckoned that there was a lot of that. He'd been hungry himself sometimes. He supposed most share croppers were hungry sometime every year.

Mr. Anderson knew probably that when people are hungry they are more likely to be sick.

Sure he did. "You ought to be up at our church sometimes in the winter and listen to the prayers for the sick. Sometimes it seems as if everybody is sick."

The point is, you explain to Mr. Anderson, children need balanced adequate diets if they are to grow up to be healthy people, and grown people don't have much chance in the world if they are licked by sickness before they even start fighting poverty.

That's the idea behind the school lunch program. Give children hot lunches at school and you're helping them toward health.

The Land Use Planning Committee saw it that way, too. And it has established a special committee on school lunches. It was going to try to keep hot lunches where the schools in Caswell already had them, and to get them in schools where they weren't being served.

Mr. Anderson thought most of the white children were getting hot lunches. It was the children of the Negro families who were missing out. They went to school in one-room schools where there weren't any facilities for preparing lunches.

Yes, the committee knew that, and it was trying to work out a way to get hot school lunches into these schools, too.

Mr. Anderson suddenly thought of something. "Didn't this surplus thing give food to families, too?"

Yes, it did, but only to families eligible for relief. "There's no relief here," Mr. Anderson said.

That's right, there isn't money for relief except for old age pensions, and the blind, and for children. Families that were eligible to get relief, however, did get surplus commodities.

Mr. Anderson nodded his head. He knew. "One thing they get is powdered milk and people I know use it with flour and water to make gravy. Makes good gravy, too."

A home beautification program is on, too. Flower gardens grace the front yard of every home in the county from the shack of the poorest share cropper in the county to the most impressive restored plantation mansion. The women of the county have got together and put on a drive to get more and better kitchen gardens to improve everyone's diet.

"FUNNY ALL THIS WAS HAPPENING AND I never saw how it all tied together," Mr. Anderson comments.

"Didn't you hear about the Short Course?" you ask.

"What's the Short Course?"

Each year the women who work with the home demonstration agent arrange to have a one-day educational meeting. The women take their families and basket lunches to town where they hear experts from Raleigh and Washington talk about hygiene and home management, poultry care, and interior decoration.

Mrs. Anderson looks interested, but Mr. Anderson doesn't seem to follow the conversation.

This spring the women got together (there are almost as many women on the Land Use Planning Committees as men) and decided that this year their Short Course would be on Land Use Planning.

So they arranged to get the moving picture theater in Yanceyville for 2 days. Then experts came in and talked at the movie house to the white families on dairying, and gardens, and soil conservation, and forestry, and poultry management. The Negro families met in the courthouse and heard the same talks.

Mr. Anderson did recall those meetings. In fact, he had been invited to attend but he didn't have a car and he didn't get to town for those things. Besides he and Mrs. Anderson didn't have the right kind of clothes for a meeting like that.

You tell Mrs. Anderson how the Farm Security Administration, as part of the Land Use Planning Program, was lending money to women to buy pressure cookers and rent them out to their neighbors to pay back the loan. That was a community service loan. About 25 pressure cookers had been bought that way in the county.

"How many people went to this Short Course?" Mr. Anderson wanted to know.

About 700, white and Negro.

After a pause, Mr. Anderson has one last question.

"Well, what haven't they done?"

Well, they haven't reached you yet.

Mr. Anderson rises to the defense of Land Use Planning. "In a way they have. I see all these things happening, though I do say I didn't know what it was all about. The results are getting to me. But I'm not in on it. I guess that'll come. Takes time."

Land Use Planning is stirring up things in Caswell County. And it's getting going because the people are joined together in committees to give direction to what happens in the county from now on.

For 75 years, tobacco and tenancy shoved the Caswell people down a road they didn't even know they were taking until they reached the end of it.

Now they are not being forced anywhere. They are working out their own directions and they're heading forward.

One direction Land Use Planning must still take, however, is one which leads to wider participation by the Mr. Andersons of the county. But as Mr. Anderson says, that will come.

ACTUALLY WHAT CASWELL COUNTY IS doing, any agricultural county in the country can do, and many are doing. Land Use Planning is a technique whereby all the people can work to end the persisting crimes of omission committed by all of us.

"Stop doing nothing!" is Caswell County's theme song, you might say.

No one, peering deep down into the life of a community, has ascertained all the good things of life which a people, determined to win a decent life for everyone, can attain. No one doubts, however, that we are more than a million miles from where we could be.

15. This youngster is going to get a Land Use Planning benefit in the form of hot lunch at school this winter. One Land Use Planning Committee works full time to fit the Department of Agriculture's School Lunch Program into the new scheme of things in Caswell County, so that Casewell's next.

Broadcasting Food Facts

New York City's consumer market news broadcast helps consumers to get better food buys, and helps farmers and dealers to move their products more efficiently because it brings accurate up-to-the-minute market news into the home. Here's how to go about getting a market news service started in your city

IF AIRMAIL PILOTS had the instincts of homing pigeons they would not need radio beacons. If consumers had a nose for bargains a mile off and out of sight the way Chesapeake Bay retrievers have for ducks there would be no need for consumer radio beacons.

Air mail pilots aren't pigeons, of course, and consumers aren't Chesapeake Bay retrievers. Both have a great need for radio beacons.

New York's consumers have such a radio beacon. It is operated by the Bureau of Consumers' Service of the New York City Department of Markets.

On the air over 2 city stations at 8:25 in the morning from Monday through Friday, the New York radio beacon gives 5 minutes of buying directions to consumers who might otherwise have to make their daily sortie to market in a fog. (Tuesday's broadcast lasts 10 minutes; the extra 5 are given over to a discussion of some consumer buying problems.)

"Good morning, housewives," the market flash begins, "Cauliflower is now plentiful on the city markets and selling at very attractive prices . . ."

"Good morning, housewives. Cauliflower is a shade lower than the cheap quotations of yesterday. Broccoli, on the other hand, is definitely higher, and can no longer be considered a good value. . ."

"Good morning, housewives. One of our prime sea-food favorites—the silver smelt—is back again on the market. . ."

SEASONS PRODUCE A NATURAL SUCCESSION of food price changes as supplies ebb and flow. As supplies of turnips shade off in March and April, asparagus shipments swell. More cucumbers come to market from April to October than in other months. The season of most abundant supplies of corn follows the fresh asparagus season. Lima beans are most plentiful from July to October; brussels sprouts, from September to December.

Daily broadcasts to consumers reflect the ebb and flow of the seasons, but they also report the daily eddies.

Unexpected truck, train, and boat arrivals or delays create intermittent gluts or shortages of food supplies available to retail merchants, and therefore to consumers. Unseasonal weather sometimes chokes or speeds supplies of foods on to the markets before consumers expect them.

While the ebb and flow of supplies resulting from seasonal changes can be predicted, the day-to-day changes cannot be predicted. These short-time changes can push the price of the product up or down but if consumers don't know about them, they can't plan their marketing so as to get the best buys for their money. Dealers lose money, farmers lose out, and there's less health-giving food on the tables of consumers than there might have been had consumers known about gluts of perishable foods.

FOODS MOVE RAPIDLY IN NEW YORK CITY. Great masses of them appear in retail shops within less than 24 hours after arriving at the outskirts of the city. To give up-to-the-minute news of their movement, it is necessary to send trained observers to the wholesale markets or to gather from expert telephone reporters news from the big food centers.

Two o'clock in the morning of every market day except Saturday, 2 reporters from the New York Bureau of Consumers' Service scout the wholesale markets for fruits and vegetables. Trained observers, these market reporters spot the arrival of these perishable foods in New York's markets from the time they are rolled into the market place on trucks or are ferried across the Hudson River on freight car ferries right until the time they are on sale along the line of produce dealers. By 6 o'clock, these scouts know accurately the state of the wholesale markets and, therefore, of the supplies that will be found in retail stores that same morning.

At 6 o'clock these reporters go in person to the municipal office where there is a broadcasting studio. There they type out their reports and turn them over to a script writer. Meantime, the Bureau of Consumers' Service has collected other reports on supplies of meats, butter, eggs. Along about 8 a. m. a flash comes over the telephone from the wholesale fish market on that morning's supply of fresh fish. When all this news has been assembled and prepared in script, at 8:25 the Director of the Bureau of Consumers' Service goes on the air for 5 minutes to talk to New York's housewives. Her talk is broadcast over 2 stations, one of which is New York City's own station, WNYC; the other is WOV.

Farmers and dealers in foods wouldn't think of doing their buying and selling blind. Through the use of radio, telephone, telegraph, and teletype, which has more than half a million paid and unpaid reporters collecting market information for them, farmers, dealers, city, State, and Federal employees man information sources which report the prices, supplies, and demand for foods in cities and producing areas throughout the country. The market situation is summed up by cities, by States, by regions, and for the country as a whole. This service heads up in the Agricultural Marketing Service of the U. S. Department of Agriculture. It has been serving farmers and dealers in foods since 1915.

Orderly marketing, the experience of the market buyers service has shown, requires informed buyers and sellers. But while the buyers and sellers on a national scale are farmers and dealers, the buyers and sellers locally are dealers and consumers.

Unless consumers know how to mesh their selection of foods so they fit into available supplies, the marketing machinery breaks down. Imagine, if you can, an automobile that zooms up hill, hits 100 miles an hour on the straightaway, and does everything an automobile should do with one exception—it frequently smashes when it stops. In a sense, but grossly exaggerated, that's the situation in the marketing of perishable foods when they arrive at city terminals in overnormal abundance, and consumers are not told that now they can get such foods at bargain prices.

A consumer market news service, then, isn't a frill. It's an important final cog in the market machinery. For lack of it, there are gluts which pile up spoiled food; there are losses to dealers, needlessly lowered returns to farmers, and short consumer rations when they aren't necessary at all.

News flashes over the New York radio stations do not give retail prices. The consumer radio program announces that a food is plentiful and cheap, that the heaviest supplies have come or have gone, or that the trend of prices of a certain food is upward. Broadcasting retail prices is not feasible because retail prices vary throughout the city. What consumers pay in a particular store depends not only on the abundance or scarcity of supplies, but also upon the location of the store, the neighborhood it is in, whether or not it is a cash-and-carry store or a charge-and-deliver store, and the grade of food sold. These different prices, however, will tend to move up and down together with changes in supply and demand.

While retail prices are not usually reported to consumers over the air, the Bureau of Consumers' Service does collect them. Each afternoon, 2 inspectors go out from this Bureau to call at some 15 to 20 stores in each of 2 districts of the city. They make note of the prices charged consumers for a wide variety of foods. The purpose of this price collection is to see whether prices do actually follow the changes in supplies of foods noted in wholesale markets, and to gather information about other foods on which the Bureau does not have reports regarding local supplies.

All retail prices collected are carefully tabulated in the offices of the Bureau of Consumers' Service. On any day, the Bureau can check retail prices with last week's, last month's, and last year's prices. Wholesale prices, too, are carefully watched. These are obtained from a daily bulletin published by a commercial house. When the spread between wholesale prices and retail prices widens, or when prices seem to be doing monkeyshines, the Bureau investigates. Once it is convinced that prices are unreasonably high, or spreads are getting too wide, the Director of the Bureau may then go on the air and tell consumers about prices.

New York's radio consumer market news service is a part of the city's Department of Markets and is maintained out of city funds, with some assistance from the WPA. It is not the only consumer market news service broadcast in the country. It is, however, the most complete service of its kind.

One feature of New York City's program, and of every good consumer market news program, is that it avoids plugging State produced foods to the disparagement of out-of-State grown foods. Since most city markets get as much or more of their produce outside the State in which they are located as they get from the State itself, any program which purports to serve consumers should avoid a

NEW YORK CITY solves the problem of over-glutted markets by having a special morning broadcast that tells consumers which foods are abundant that day in retail stores and markets. At 8:25 each morning from Monday through Friday, the news flashes across the city into homes where housewives are planning the day's meals. In 5 minutes, they get an expert round-up of the market.

CONSUMER market reports by radio have everyone's okay. Farmers like them because they are a way to enlist consumers' help in getting behind the marketing of heavy harvests; dealers like them because when consumers know about bargains they sweep the stores clean of supplies that otherwise would be wasted; consumers like them because they mean more food more economically.

bias. Obviously there are many days when consumers' needs will be better served by buying products grown out of the State, even when there are competitive locally grown products offered for sale at the same time—that is, if you assume, as most consumers do, that this is one big country and not 48 units, and that it is to the consumer's advantage to get the best food available at the most economical cost.

MARKET NEWS REPORTING FOR CONSUMERS has been bobbing up and down for several years. When Federal investigators disclosed that 45 million Americans were not getting enough or the right kinds of foods, people began to look around to see what was wrong and what had to be done. One thing that had to be done, it was clear, was to get more facts about foods to consumers. Unless market news reaches from farmer to consumer, the marketing machine doesn't function properly.

Defense turned this into an urgent need. Defense demands healthy Americans. That requires Americans who are getting balanced diets. Defense also demands that waste be eliminated and that everything that is done be done efficiently. Throughout the country, consumers are now asking how they can go about getting a consumer market news service in their city. The recipe for such a service calls for (1) accurate and up-to-the-minute facts about foods available in the locality; (2) accurate knowledge of food values; (3) ability to make these facts and this knowledge understandable in simple form to busy consumers; (4) time on the air.

Market reporters who can collect the kind of accurate information necessary for a consumer service are not floating around in most cities. Most of those now trained for this work are probably employed by Federal, State, or city departments of agriculture or markets. The reporters who cover the markets for the Agricultural Marketing Service of the U. S. Department of Agriculture are trained to do the job, but the reports they now prepare could be used only in part for a consumer service. Their reports are directed primarily to the needs of growers, shippers, and dealers. Furthermore, Federal market reporters are not employed in every city. At the present time these reporters cover the fruit and vegetable markets in 22 cities and in many producing areas. In some of these cities Federal reporters also cover dairy and poultry products. They cover the livestock markets in 31 trading centers. Undoubtedly, arrangements could be made in many cities for the Agricultural Marketing Service to train reporters for consumer news sources. New York's market scouts were trained this way for 3 months before the consumer market service in New York went on the air. Daily reports were prepared so that all the quirks could be worked out first. Then the information gathered in this testing period was read over carefully by market news men until finally the service was working smoothly and without any hitches.

Offices of the Agricultural Marketing Service are maintained in more than 50 cities. The office in your city may be located by looking up the U. S. Department of Agriculture in the telephone book under U. S. Government.

At least one radio station in your community should be willing to cooperate. About half of the radio stations already give time to farm market reports. Most of these are stations which cover rural areas. In considering this matter for your own community, it would be well to give attention to those stations which provide adequate coverage of your city or the area served by the wholesale markets of your city.

Home economics and nutrition information should not prove a difficult problem. There is no city which does not have its quota of home economists and nutritionists able to prepare buying information, menus, recipes, and diet facts for a consumer service program. Some of the agencies employing these experts will be eager to work along with a consumer market news service.

ONE THING YOU CAN'T GET AWAY FROM IS the fact that a program like this costs money—more money than a consumer group can afford. Private funds won't do because, if the program is to work, there must be no suspicion that any special interest in the program has an axe of its own to grind.

This means that the funds for such a program must come from a government agency. Since a consumer market news service is a local program centering around city markets the finger naturally points toward the city government.

In New York this service is a part of the City's Department of Markets, and that is where it belongs naturally. In many cities the Department of Markets already is engaged in activities which by simple extension could be developed into a consumer market service.

If after discussions with your city government it is discovered that no funds are immediately available it may be possible to get WPA funds. The New York Bureau of Consumers' Service and the Massachusetts Consumers' Institutes, which broadcast market news 3 times a week, both get some WPA funds.

A working blue print of a consumer market news service naturally calls for some attention to details. It will be necessary to decide how many broadcasts a week are necessary and how long each broadcast should be. The city markets will have to be explored to find out when the marketing is carried on. The split-second timing necessary in New York may not be necessary in your city.

Once your organization has decided that it is time to have a consumer market news service in your city, there are some things that ought to be done.

First, after talking over the program in your organization you should work up a tentative outline of the kind of consumer market service you want in your city.

At this stage a committee from your organization should present the tentative program to various agencies which are in a position to cooperate through providing assistance in securing information, radio facilities, and in making the broadcast known to the homemakers. Because of its 25 years of experience in collecting and disseminating market information, the Agricultural Marketing Service is in a position to offer helpful suggestions. If there is a Federal market reporter in your city, discuss the plan with him. If not, the Agricultural Marketing Service at Washington would be pleased to review your plans. Your plans should be presented to other agencies such as WPA authorities, the head of the home economics department of the school system, representatives of the State Extension Service, and if they exist, your State Department of Markets or City Department of Markets. The local Chamber of Commerce, farm organizations, and organizations of dealers in farm products should be able to provide valuable assistance.

It's then time to call together a working committee to put the consumer market service over. This working committee should be made up of consumer representatives and persons from every agency and organization that has expressed an interest in the project. Such a committee should then consult with responsible city authorities.

Actually, while this may sound like work, consumer market information programs are so much in the interest of the entire community, the farmer, the dealer, and the consumer, it should be possible to see the program go over without a hitch.

Milk Glossary for Consumers

PART IV

More "C's" in this fourth instalment of words used by people who wish and work for more milk for more consumers *

CONSUMPTION. The total production of milk in the United States for 1936 was 106 billion 9 million pounds. This amounts to 49 billion 306 million quarts of milk (a quart of milk weighs 2.15 pounds).

Of every 100 of these billions of quarts of milk,

33.5 quarts came to human beings as fluid milk,

8.3 quarts were skimmed and came to human beings as fluid cream,

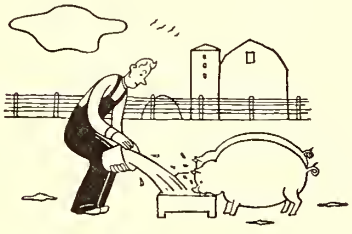
4.1 quarts came to human beings as evaporated milk,

3.4 quarts came as ice cream,

40.7 quarts came as butter,

6.1 quarts came as cheese, while

2.6 quarts of milk were fed to animals.



All this milk adds up to 98.9 quarts of milk, the amount of milk out of every hundred quarts which can be accounted for. In addition, in 1936, 1.1 quarts of milk out of every 100 slipped by without getting counted.

The average American in 1936 received 372 quarts of milk measured in terms of milk equivalent.

But while the total amount of milk produced divided up among all Americans in 1936 amounted to 372 quarts, the actual amount of whole milk consumed was far less than 372 quarts. Butter and cream, for example, which account for almost half the total amount of milk used, actually came to consumers largely as milk fat without the other milk nutrients—the key minerals and the milk proteins.

In dietary terms, the average consumption of whole milk in the United States then was about 185 quarts in 1936 instead of the statistical 372 quarts.

Averages, however, sometimes conceal unpleasant truths.

While the 185-quart national average is still from 10 to 20 percent less than dietitians think desirable, not every one got as much as 185 quarts of whole milk equivalent during 1936.

Food and Life, the 1939 Yearbook of Agriculture, says that if the families now using less milk than that specified in a fair economical diet were to increase their consumption to this level, the national production of milk would have to be increased by another 10 percent. If everyone had a good diet, the kind of diet associated with the full life, production would have to move up even higher.

Briefly, far less milk is consumed today in the United States than is generally regarded as desirable for health and safety.

CONTAINERS. Most familiar of the containers used for fluid milk is the glass milk bottle, which comes in sizes (for fluid milk and cream) from gills up to quarts. More recently gallon and half-gallon glass jugs have appeared in some cities, while in others the paper or fiber container is being used.

Container costs by themselves are a relatively small part of the cost in each quart of milk. When the cost of containers is considered along with delivery costs, possible savings for consumers appear on the horizon. In New York, for example, it is possible to purchase milk in 2-quart paper containers for 2 cents a quart less than milk in glass bottles.

In Omaha and St. Louis consumers also can save money by buying 2 or 3 days' supply of milk in a gallon jug instead of making their regular quart of milk purchase a day.

While there has been some debate about the relative advantages of glass versus paper containers, no final judgment has been made.

One statement indicates that large scale use of paper containers for the sale of milk at stores (not home deliveries) could result in economies and lower prices since paper containers are easier to handle. A case of 12 quarts weighs only 28 pounds compared with 65 pounds for the glass bottles. They take up half as much space. The paper container also keeps milk at lower temperatures for longer periods of time. It does not require the return of the container. No loss from breakage or disappearance results from the use of paper containers, nor does it require the washing that is necessary for glass bottles. On the other hand a paper container can be used only once, while a glass bottle is good for many trips to the consumer.

Statistics on containers in general must necessarily be approximate since the volume of sales and local practices will affect the costs of containers and in the case of glass bottles, their life.

On the average, a glass bottle costs, originally, somewhere between 4 and 5 cents for quarts. It's good for 30 to 35 trips when it is used for both home and store deliveries. Where a bottle is used for store trade and no bottle deposit is charged its mortality is high, it will last only 6 to 10 trips. When a bottle deposit is required a bottle may last up to 60 trips.

Paper containers cost slightly more than 1 cent apiece. Purchased in great volume containers may get down as low as a cent apiece.

CONTROL BOARD. State agencies that have been created by State legislatures and which at present are in operation in 20 States. Under the laws creating these agencies they are empowered to fix the price paid farmers for their milk, to regulate relations between farmers and distributors, and, in all except one State, to fix the price charged consumers for milk.

With possibly one exception, these boards are given wide authority which permits them to license (or not license) milk handlers (distributors).

Under Federal Market Agreements and Orders the same general problems are dealt with, though the Federal Agencies do not fix retail milk prices. The Federal agencies, however, only operate in milk sheds which derive a substantial part of their milk from interstate trade. State Control Boards in general are empowered to cooperate with the Federal agency and vice versa.

Control boards have authority, subject to court review, and in some cases also subject to producer or distributor approval, in milk sheds that are contained wholly within a State.

Depending upon the laws creating these boards, consumers may or may not be represented on them. Whether or not they are given representation on the boards, consumers usually are given opportunity to appear before them to present their point of view.

Since milk is such an important food, it is

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* *Earlier instalments appeared in* Consumers' Guide, *August, October 1, and October 15, 1940.*

important that they do testify whenever milk prices are up for discussion.

Consumers who want more information about State Milk Control Boards may obtain it by writing either to their own State Department of Agriculture or to the Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C.

COOPERATIVES. There are 5 types of cooperatives in the milk industry:

(1) Producers' bargaining cooperatives whose sole function is to represent producers in the sale of milk to handlers. These cooperatives enable dairy farmers to deal with handlers as a group instead of as individuals. In some cases, these cooperatives collect money for milk from the milk distributors and pay it to the farmers.

(2) Producers' operating cooperatives. Sometimes producers cooperatives, besides bargaining collectively with handlers, also undertake the receiving of milk and the manufacture of some dairy products in plants owned and operated by the cooperative. In a few cases the producers' cooperative eliminates the handler altogether by processing and distributing the milk of its members.

(3) Producer-consumer cooperatives. Here consumers and producers join together to process and distribute milk from farmer to consumer. In New York City where consumers and farmers have formed the only such cooperative in the country, the proceeds left over after all expenses have been paid (what a commercial distributor would call profit) are shared among the farmers and consumers. Farmers receive one-third of these net proceeds. The individual farmer's share of this sum depends, of course, upon the amount of milk he has delivered to the cooperative. The remaining two-thirds of the net proceeds are distributed as dividends to consumers in amounts which depend upon each individual's patronage.

(4) Consumers' cooperatives. Cooperatives made up of consumers, which buy milk from producers and undertake the processing and distribution function usually performed by handlers.

(5) Buying clubs. A buying club is an organization of consumers which buys collectively in much the same way that a producers' bargaining cooperative sells milk collectively to a handler. As buying clubs are usually organized they are not cooperatives, strictly speaking. The usual buying club, for example, bargains collectively with the city dairy for all its members, and because of its bargaining power (its ability to buy wholesale, so to speak) it negotiates a milk price for its members that is lower than the prevailing price. Once this price is determined, the consumer and the milk company deal directly with each other. In some cases, the buying club also arranges with the dairy to be paid a small percentage of the total amount of sales to its members during the year. In this way, the club is enabled to finance educational and other activities.

Buying clubs which follow the traditional cooperative pattern would operate differently. In this event, a club would buy milk from the dairy which it would sell to consumers at the prevailing price. Any savings it was able to achieve would then be distributed at the end of regular intervals to the members on the basis of their patronage.

CREAM. According to the dictionary, cream is the yellowish part of milk rich in butterfat which gradually rises and collects on the surface or is separated by centrifugal force (that is, by whirling the milk). The word is derived from a Greek word which means to anoint.

To protect consumers, however, the Federal Food and Drug Administration has issued a set of cream definitions under the authority of the Federal Food, Drug, and Cosmetic Act of 1938. Legally these definitions are called standards of identity. All cream entering interstate commerce must conform to them. In States where Federal definitions are given the force of State law, all cream whether it is sold in inter- or intra-State trade must live up to the definitions.

In general, under these definitions, cream is the sweet fatty liquid or semi-liquid separated from cows' milk. Sweet whole milk or sweet skim milk may be added to it, but cream must contain at least 18 percent butterfat.

Light cream, table cream, or coffee cream, under these definitions, is cream containing at least 18 percent butterfat and not more than 30 percent butterfat. This cream may be homogenized. Homogenized coffee cream does not whip readily (See Homogenization). Homogenization of this cream prevents the cream from separating to form a cream line, makes it color coffee more effectively, and makes it go farther since it takes less of it to color the coffee to the shade you prefer.

Light whipping cream, under the Food and Drug Administration definition, must contain not less than 30 percent butterfat and may contain up to 36 percent butterfat. Usually it is not homogenized.

Heavy whipping cream must contain at least 36 percent butterfat.

Cream, of course, contains all the nutrients of milk. Naturally, the nutrients come in different proportions.

More or less typical samples of light cream and heavy cream (and milk for comparison) analyze like this:

	Water	Protein	Lactose	Minerals
Light cream (20% butterfat) . . .	72.46	2.95	4.00	0.59
Heavy cream (40% butterfat) . . .	54.35	2.21	3.00	0.44
Average milk (3.7% butterfat) . .	87.17	3.43	4.94	0.72

CULTURED MILK. (See BUTTERMILK, BULGARICUS MILK, ACIDOPHILUS MILK.)

CURD. (See CHEESE.)

D

DAIRY is a word whose meaning depends on the part of the country you come from. In some sections of New England, it's the milk house, the place where milk and cream and butter are stored; in the South, it's a farm where dairying is an important activity; in most cities, the word refers to the milk distributor. In New York City, it may refer to a store that sells dairy products only. A dairy, in other words, is (1) a place where milk is kept and converted into butter and cheese, (2) the department of a farm where milk, butter, and cheese are produced, (3) a dairy farm or the cows on a dairy farm, (4) an establishment for the sale or distribution of milk or milk products.

As a word, dairy has an interesting history. It comes from an old English word meaning maid. Obviously, dairying was once woman's work. It isn't any more. Whatever dairy may mean, there are upwards of 720,000 persons whose major activity is dairying.

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CONSUMERS' GUIDE

NOVEMBER 15, 1940

MILK

DIETS

LIGHTS

FOOD SUPPLIES

CONSUMERS' GUIDE

NOVEMBER 15, 1940 VOLUME VII, No. 4

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WHAT GOES onto America's meat platter is now known. In 1939, the total amount of meat consumed was 20 billion 45 million pounds, an average of 153 pounds per person.

Pork was far-and-away the meat that turned up most often on the table. Out of every 100 pounds of meat eaten in 1939 about 42 pounds were pork.

After pork, beef was the mainstay of America's dinners with 35 pounds of each 100 pounds of meat eaten in 1939.

Chicken made up the third biggest item on America's meat platter. It accounted for 12 pounds out of every 100 pounds of meat consumed. Next came veal, with 5 pounds; lamb and mutton, 4 pounds; finally, turkeys, with 2 pounds of meat out of each 100 pounds of meat bought.

To put a little meat in these statistics the figures in the Consumer Purchases Study have been analyzed. These show how the quantities of meat on the tables of village and city groups vary with family incomes.

In 1935–36, the only year for which figures are available, non-farm families with incomes under $500 bought 56 percent as much meat as families with annual incomes of from $1,000 to $1,500. Families with incomes of $5,000 or more got 3⅓ times as much meat as the families with incomes under $500.

The under-$500 families had less than half as much beef in their diets as the $1,000 to $1,500 families, and only a third as much beef as the over-$5,000 families.

Veal turned up on the tables of the under-$500 families 49 percent as frequently as on the tables of the $1,000 to $1,500 families. The over-$5,000 families on the other hand ate veal almost twice as often as the $1,000 to $1,500 families, and slightly more than 4 times as often as the below-$500 families.

Pork appears pretty consistently on the tables of all American families, well-to-do and not-so-well-to-do. The under-$500 families had 87 percent as much pork as the $1,000 to $1,500 families, and about 62 percent as much pork as the $5,000-and-over American families.

LAMB ON THE TABLE, ON THE OTHER HAND, is a definite mark of economic well-being. Under-$500 families ate only about one-eighth as much lamb as the $1,000 to $1,500 families, while the over-$5,000 families ate almost 6 times as much lamb as the $1,000 to $1,500 families. When you compare the over-$5,000 families with the under-$500 families you find that the well-to-do group ate almost 48 times more lamb during the year than the less fortunate $500-a-year-or-less families.

Poultry on the table is almost as accurate an index of economic status as lamb. Families with incomes under $500 had less than half as much poultry to eat during 1935–36 as the families with incomes in the $1,000 to $1,500 class. They ate fowl one-tenth as often as their neighbors with incomes in the over-$5,000 bracket.

LORD BYRON, it is said, during his lifetime drank gallons of vinegar in the unpoetic belief that it would keep his weight down. A great poet, Lord Byron was a terrible nutritionist, for vinegar has no power over a bulging waistline, and the theory that it does, which still persists, is a food fallacy.

Fallacious, too, is the belief that exercise is the best way to take off fat. The way to take off fat is to ingest each day fewer calories than you use up in living. Then the body, to make up the deficit, taps the fat that is stored under the skin and around the muscles and other body tissues. But while you're living on your own fat, it's important to see to it that the body is getting all the essential nutrients it needs. This means that you continue to eat well balanced meals while you ease up on the high calorie foods, fats, and carbohydrates. Just as there is no one food that is the source of health, so there is no single food or device that is the source of a sylphlike body, if that's what you want.

MORE BOOKS and pamphlets for your consumer bookshelf come from Government offices:

CO-OPERATIVE RURAL ELECTRIFICATION IN THE UNITED STATES, by Udo Rall. Cooperative Series No. 15. July 1940, pp. 33, mimeo. Address: Division of Agricultural Cooperation, Pan American Union, Washington, D. C. Limited supply, single copies free on request. Relates the reasons for the creation of the Rural Electrification Administration, and outlines its program. Describes the organization of a rural electrification cooperative, with information on charter and by-laws, construction procedures, financial policies, management problems and membership participation.

KNOW YOUR MONEY, prepared by the U. S. Secret Service, Treasury Department. 1940, pp. 32. Address: Superintendent of Documents, Washington, D. C. 10 cents. Outlines briefly the story of the development of United States currency and describes the different types of paper money. Contains numerous illustrations showing how to detect counterfeit bills and coins and explains what to do with them when they are found.

FEDERAL BEEF GRADING, by the Agricultural Marketing Service. U. S. Department of Agriculture Miscellaneous Publication No. 391. 1940, pp. 15. Address: Superintendent of Documents, Washington, D. C. 5 cents. Describes how the federal grading of meats developed, the grades of beef now in use, the grading and stamping procedure, qualifications of graders, and the benefits of beef grading.

FOOD FUNCTIONS AND THE RELATION OF FOOD TO HEALTH, by Lela E. Booher and Callie Mae Coons, Bureau of Home Economics. Reprint of pages 100–123 from the 1939 Yearbook of the Department of Agriculture. Yearbook Separate No. 1671. Address: Superintendent of Documents, Washington, D. C. 10 cents. A broad general view of the functions of the food nutrients and the relation of diet to health and disease. Topics considered are: food as a source of energy; food for body building; dietary deficiency diseases; the functions of water, protein, fats, carbohydrates, minerals, and vitamins; and the relation of diet to longevity, and resistance to infection.

CREDIT for the photographs appearing at the top of the cover and on pages 3, 4, and 5 go to the Farm Security Administration; on page 6, to the Washington Post.

Camps on Wheels

There's shelter, now, a place to wash up, and a chance to get patched up for a few of the thousands of our migratory workers, thanks to the Farm Security Administration's migratory camps

THE GOOD LIFE, if you look at it that way, may hang on one thing: The chance, maybe, at the end of a hard day, to put your sweaty, work-dirtied body under a shower of soft warmish water; or the chance to talk to a doctor about your child's sore throat; or the chance just to stay put for a few weeks in a shelter where all your little possessions can be neatly laid out on wooden boxes; or the chance to be elected by the people you live beside, so you can work for them after your own work is done, just because you like to belong that way.

When all these chances come at once to people who have no home but a jalopy, who earn scarcely enough to buy food to eat and never have a penny for a doctor, who belong to no one and about whom no one gives much of a care—it's apt to give them pause.

These were the things 3,200 families found last summer as their jalopies pulled up beside the Farm Security Administration's camps for migratory workers, and the discovery gave them pause.

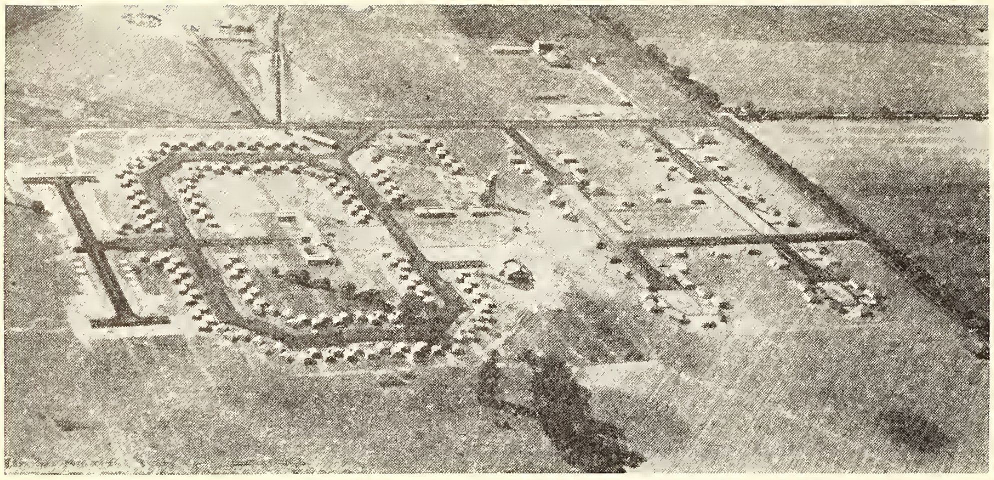
When FSA reached out a hand to the States in 1936 to help them tackle the migrant problem, housing was one of the things they looked at first. One of the remedies FSA got busy on was migrant camps to be built along the line of march the migrants follow in different States.

In 1939 with 12 stationary camps operating in 2 States, FSA started putting their camps on wheels. Now there are 16 of these mobile units which roll along from crop to crop, stop where workers stop and set up camp where fields or orchards, lush with foods or fibers waiting to be harvested, offer a chance at a livelihood.

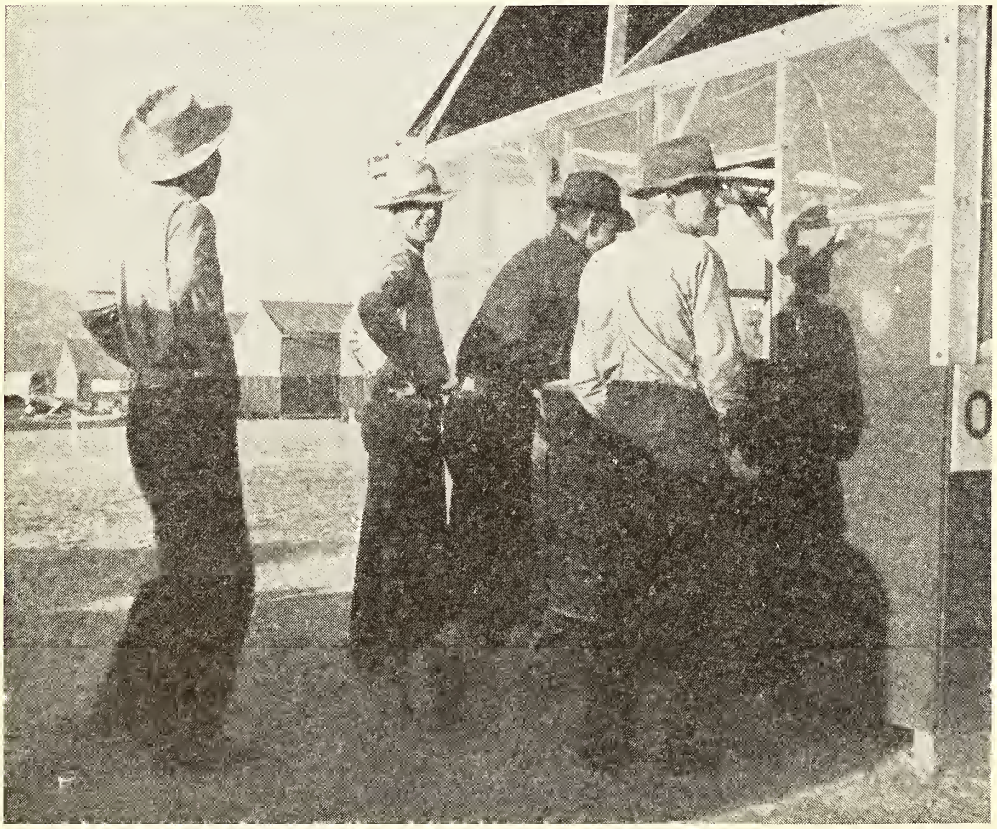
The typical mobile camp FSA puts on the road has room for 200 families. There are 200 tent platforms laid out in streets. On these the workers pitch their tents. There's a shower trailer (hot and cold water) with 18 showers for men, 12 for women. Adjoining the showers is a tent dressing room for men and one for women. There are laundry tubs and wringers—8 of them—on a wooden platform. There's a clinic trailer with a stock of first aid equipment and a trained nurse. There's the manager's office and living quarters trailer. Between the tents, street lights are strung for temporary use; the poles and wires are carried along and hooked up with the Diesel generator or, if possible, with local power lines. In addition to the generator there has to be a hot water heater, fuel tank, and boiler. There's a water tank, too, and the pressure pump and other equipment that goes with it. To carry the tent platforms, electric light poles and cables, and 2 dozen WPA toilets, a 5-ton truck is required. Sometimes there's another truck to draw the trailers. When a whole camp folds its tents and gets on the move, you'll see a procession of at least 5 trailers and one big 5-ton truck ready to ease out onto the highway, carrying its framework for a little community to the next point of call.

Months of surveying precede each move a mobile unit makes. The object, of course, is to pick an itinerary off the main line of travel, where need for housing is greatest, and where the working season at each stop is longest. Even if you had trailers and trucks and labor galore, you couldn't send a camp wherever you heard that a crop needed picking. When camps, to serve their purpose, should be full, you can't plan itineraries by hunches. You have to check the hunches. A season's run for a mobile unit will be about 3 stops. The closer together they are the more efficient the camp. It costs less to move, and the time when a camp is out of use is shorter.

Each of the 16 trailer camps now in the field has its own special route. Deciding on the actual location of the camps is the job of the Migratory Labor Section of FSA. Before decisions are made, the Labor Relations Division gathers the facts. Field people in the Labor Relations Division know the local situation in States where FSA is working. They have good "starter" ideas about where camps are needed. When 3 or more possible camp sites are picked, the next job is to find out how many workers will be needed in the nearby crops. If you wanted information like this about a factory town, your task would be fairly easy. You'd go to the company's payroll lists, or their Social Security or Wage Hour lists, and find out how their working force varied from month to month. In agriculture, things are different. Agricultural workers, even when a giant corporation employs them by the thousands, are protected neither by Social Security nor Wage Hour legislation. Payroll records are usually not available.



MOBILE CAMPS for migratory workers are set down in neat blocks like model cities. Each camp's 200 families pitch their tents on platforms spread over 40 acres of land. There's plenty of space for a laundry tent, showers, clinic, recreation hall, and offices, with room to spare for sanitary drainage.



CAMP OFFICE, centrally located, is always busy. Here campers pay their weekly share (70 cents a family) to the camp fund, hold camp council meetings where plans for recreation and the handling of camp problems are laid.

You have to work backwards to find out how many workers specialty-crop farmers are going to use. First, you have to make an estimate of the size of the crop which will have to be harvested. Then you have to turn to agricultural economists for information as to how many men it will take to do the job, and how long it will take them. When you have all this very technical information gathered together you have to find out how much local labor there will be and deduct that labor supply from your final figure. With facts like these lined up, the Labor Relations Division recommends to the Migratory Labor Section that it route one of the mobile unit's itineraries here or there.

Besides drawing on their knowledge of local agriculture, Labor Division men are guided in the search for camp sites by requests from Chambers of Commerce, growers' associations, and public officials. When need is proven, FSA tries to meet such requests. They usually indicate the desire of local authorities to cooperate. In many instances, local businessmen have even paid rent (from $100 to $250 a year) for the site of 40 acres which a camp needs for sanitary drainage.

The Migratory Labor Section pools all of the Labor Relations Division's recommendations and tries to put as many camping spots as it can on the routes it maps. So far, there's nothing very rigid about the itineraries different units take. New units have been added right along. As each additional camp rolls into the field, boundaries for the camps' journeys are stretched. At present, there are 3 mobile units in Arizona, 6 in California, 2 in Idaho, 3 in Oregon, and 2 in Washington.

YOU CAN UNDERSTAND A LOT ABOUT THE value of FSA's mobile camps from statistics on housing and income among migrant families. But you can't know their positive meaning till you hear men and women and children themselves start talking. The details of their stories differ but their patterns are almost all the same.

A couple, call them Dan and Mary, came to a Washington camp last summer. They were along in years now, each of them well in the 60's. Dan and Mary had had their better days. Back in Oklahoma they'd owned their own farm. The old man told their story: "The black blizzard got my place. There's no work to do when your farm's buried down under 3 feet of sand." Since then, he and his wife had been living by the side of the highway, picking up work where they found it. The most work they found brought them $400 in one year.

Then they came to the FSA migrant camp. There weren't many questions asked when they asked if they could stay. The only thing the manager wanted to know was whether they were looking for work in agriculture. When they assured him they were, he asked them in and showed them to the tent platform where they could pitch their home.

MARY GIVES YOU HER FIRST IMPRESSION OF the camp. "First thing, I saw the clean, neat way it all was—the tubs and the showers and the hot and cold water pouring out. When you've lived like us, it's a great deal to set out your things like you were home, and wash up clean and decent like people should be."

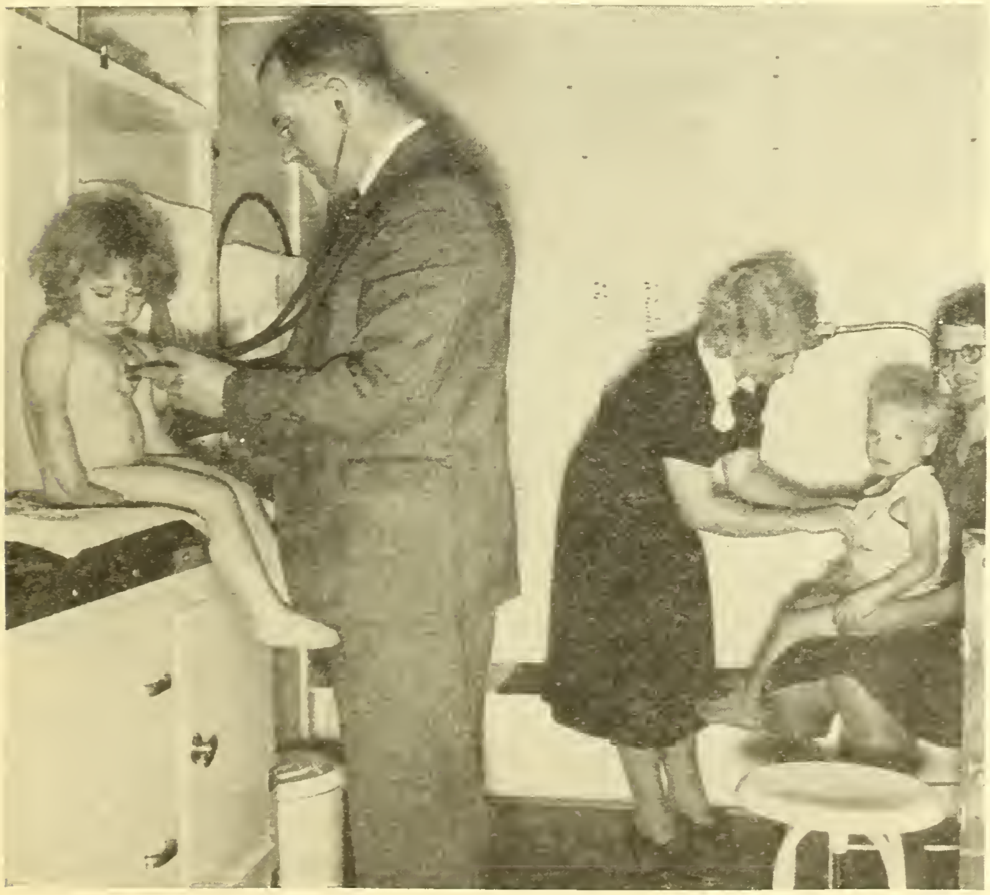
When they registered, the manager told them what the camp regulations were. To the Government they were to give 2 hours each week towards keeping the traveling community in order. The camp families also do the job of packing up the camp for moving and setting it up at the end of a move. To the camp fund, Dan and Mary, like the others, volunteered to contribute 10 cents a day if they could. This fund is set up by the campers themselves, to provide food and clothing for members of the community who are in need, milk for nursery age children, and funds for the simple entertainment campers put on about once a week.

Next thing they did was to join the Agricultural Workers' Health and Medical Association. This Association, incorporated in California, is financed by the Government through the FSA. It is headed by a Board of Directors who include representatives of the State Medical Association Department of Public Health, and the Medical director of the State Relief agency. Members are farm workers. It costs a worker nothing to join, but when he joins he signs a pledge to pay the cost of his medical care if he is ever able to. Many workers may never be able to live up to this pledge; some have already paid up in full.

When a farm worker is examined and found to have some serious trouble requiring treatment, he is referred to a doctor who is one of a panel of doctors in the county. The patient may choose among these doctors which one he prefers. The Association pays for what medical care, medicines, and hospitalization are required. Doctors and hospitals serve the Association at pre-arranged rates.

A NURSE, PROVIDED BY THE ASSOCIATION, travels with each mobile unit. When Dan and Mary arrived, she examined both of them to see whether they had any contagious diseases, or whether they needed a doctor's attention. This examination serves as a precautionary check, and through it a great many of the digestive, respiratory, and deficiency diseases which the Association has treated are discovered. In Dan's and Mary's case, the nurse found nothing that a sheltered place to sleep and some good food would not cure, except that Dan had a bad cough. He was sent to the Association's doctor in town. "Keep dry and warm and eat right," was the doctor's advice. The camp authorities helped him follow it. It was early in the season and money to buy good food just didn't exist, so FSA extended a grant for groceries to tide the couple over until their first money from work in the fields came in.

A CLINIC trailer goes with each camp. Here all new campers, young and old, are examined for contagious disease and other danger signals which show the need for medical care. Doctors, medicine, and hospitalization are provided through the Agricultural Workers Health and Medical Association.



"WASH DAY" is a get-together time for camp women. With plenty of hot water and laundry equipment to lighten the job, women have time to mix a little chatter with the suds.

Though they could not pay their 10 cents a day to the camp fund, each of them did their 2 hours of work each week. Mary was too old to do much work in the fields. Her day was spent like the days of other women whose age or family cares keep them from the fields. In the morning, she prepared breakfast over the fire her husband built beside their tent. After Dan went off to work, she cleaned up their home: airing the bed clothes, sweeping and tidying like the most finicky housewife. She was always particular to see that her share of the street that had been cut through the grass between the rows of tents was as orderly as her home. When she had laundry to do, she took it to the community tubs where there was always a good deal of laughter and camp gossip to lighten the chore. Camp irons for pressing could be heated on coal stoves in the laundry tent.

THESE WERE THE HOUSEWIFE'S TASKS SHE shared with other women, but Mary worked out another duty which was hers alone. She had to admit she was too old to do much work in the fields, but she wasn't too old to remember how her children and her grandchildren after them loved her stories. When the younger mothers were out during the day, she gathered the children together for the tales which made her tent the most popular spot in the camp.

Both she and Dan were always anxious to contribute whatever they could to the com-

[*Concluded on page 14*]

BIGGEST bottleneck of milk consumption is in the high price of fluid fresh milk, committee members found. They urged adoption of a relief milk program for Washington as one way to widen the bottleneck. Milk stations now operate in several sections of the city where relief families can get milk at a nickel a quart.

Consumers Work for More Milk

They're doing it in other cities, too, but here is how some Washington consumers are trying to help low-income families get more of this vital food

BACTERIA, it seems, are not the only things that breed in milk.

Ideas breed there, too, Washington consumers have proved, and when the price of milk is high and milk consumption is low, the ideas may breed very fast.

The idea that bred in Washington's milk bottle was simple enough. It was that if consumers got to work they could do something about the amount of milk consumed in their city.

It wasn't that nobody, until consumers came along, was giving a thought to increasing milk consumption, or to the cost of milk. These problems had been bothering many people—farmers, distributors, and Government. The Federal Government, through the Surplus Marketing Administration of the Department of Agriculture, was bringing farmers and distributors together to work out milk marketing agreements and coming at the problem of low milk consumption by developing "relief milk" and "penny milk" programs, and by distributing dry skim milk to needy families.

What struck these Washington consumers was that they, along with farmers, had a responsibility in promoting or participating in these programs, as they might develop in their own city. It occurred to them, too, that once they got started working on milk problems, they might discover other ways of getting more to more people, especially to the people with small purses. This wasn't exactly an original idea, because other consumer groups in other cities had pioneered in working for more milk. But sometimes being an imitator is as meritorious as being an originator.

THIS, THEN, IS THE STORY OF HOW ONE group of consumers in one American city has worked for more milk during the past year and a half.

Ideas have a way of provoking questions, and the first question that popped up in the minds of this group of consumers was: "How much milk *does* Washington consume?"

They asked the figure-gatherers, and got the answer: "An average of less than a pint a person a day." That was an average only, and averages cover a multitude of un-average people. Many families were getting no milk.

The second question they asked grew out of the first: "How much milk do the food experts recommend?"

They leafed over pages of official bulletins and found that the food experts recommend a pint a day for grown-ups and a quart a day for children and pregnant and nursing mothers.

Obviously, then, there was a job to do.

Then came the third question: "Do other cities have to pay as much for milk as we do in Washington?"

Most of Washington's milk, a year and a half ago, was selling for 14 cents a quart. It didn't matter whether you had your milk delivered to the door, or were willing to go to the neighborhood grocery or delicatessen and carry it home yourself.

In the South, the figure experts told them, consumers must pay even more than this for a quart of milk, but in many cities in the East and North the price is lower.

MAYBE, SAID THIS LITTLE GROUP OF CONsumers one day, we could discover the route to more milk if we looked for a while at and behind its price.

One or two individuals took it upon themselves to round up other consumers interested in milk.

"Let's meet for lunch downtown next week just to talk," they suggested.

The 20 or so people who turned up came as delegates from organizations, or as individuals just because they were interested. One, a housewife and mother of 3 children, came as the representative of a consumer cooperative. Another was a professional woman, representing a group whose program called for support of measures designed to improve the purchasing power of low-income groups. A third was an economist who had brought along his thorough knowledge of distribution of consumer commodities as his contribution to the group's discussions.

Delegates came from trade unions, women's groups, civic associations. Some were heads of families, whose milk purchases took sizable chunks out of the weekly budget. A few—social workers—came from poor areas of the city to tell of the meager milk purchases made there.

Talk accomplished one thing. It fixed in these consumers' minds a conviction that consumers have a great deal to learn about milk production and milk distribution before they can talk about its price. And directions for doing that aren't written on bottle caps.

Two weeks later the group organized

itself into the "Consumers Milk Committee of the District of Columbia." These housewives, office workers, club women, trade unionists, social workers, and professional people set out to do what had never been done in Washington before: make themselves into a group concerned solely with increasing consumption of milk through cutting costs. That meant first of all getting down to the serious business of self-education about milk.

They drew up by-laws, elected officers, and an executive committee, and appointed sub-committees for drawing up special reports on such diverse topics as the cost of milk in other cities, and how to bring relief milk to Washington.

IN A SHORT 18-MONTHS EXISTENCE THE committee has hung up an imposing list of accomplishments.

For its own members and many other consumers, it has succeeded in getting milk delivered at 2 and 3 cents less than the prevailing per quart price in Washington.

It helped to bring "5-cent milk" to thousands of Washington relief families.

Its recommendations for protection of the consumer interest and for cutting milk prices went into the record of a hearing on a milk marketing agreement covering the Washington area (see CONSUMERS' GUIDE, March 15, 1940).

It sent a representative to testify before a Congressional committee on how Washington milk consumers are affected by interstate trade barriers.

Its work has secured wide publicity in the local press, it has been heard in its own broadcast over the air, and has issued its own leaflets and reports.

All this has been accomplished on a shoestring budget by consumers with jobs to go to, or with families to care for. Behind the record are meetings, many of them lasting far into the evening; visits to dairies; farms; stores; interviews with business representatives and Government officials; reading; studying; and writing.

Housewives turned lawyers for a few days and wrote a brief for presentation at a government hearing. Committee members studied the economics of milk, the whys and wherefores of its production and distribution. A few became publicity experts, others expert witnesses at hearings. It was all part of the education of a milk consumer.

By-laws drawn up by the committee led off with this statement of objectives: "To defend the interests of milk consumers by securing reasonable prices for milk; to reduce the serious underconsumption of milk in this vicinity; to disseminate general information regarding the milk problem; and to conduct these activities without adversely affecting either the dairy farmer or organized labor."

Simple provisions set up the organizational framework of the committee.

MEMBERS WERE OF 2 KINDS: INDIVIDUALS, who paid 50 cents a year dues, and delegates from organizations sent to the committee with full power to act for the membership of their groups. These organizations paid $2 a year. Individuals unable to participate actively in the committee but anxious to further its work, could become "contributing members" by payment of $2 a year.

Each member of the committee, whether a delegate or individual, had one vote.

The usual officers were provided for, with elections to take place the "second Tuesday in October." Regular meetings were called for at least once a month with members to be notified of time and place "4 days before the meeting."

Once every few weeks the committee met, in a member's home, a church parlor, or an affiliate's headquarters. Experts who knew something about milk production and distribution were invited to lecture the group. There followed questions—lots of them—and discussion. Out of the talk, ideas for reducing the cost of milk began to take shape.

Committee members questioned the practice of charging the same price for milk in stores as that delivered to the house. If consumers were willing to walk to the corner grocery for milk, then a quart bottle should be cheaper, went their argument.

A MEMBER of Washington's milk committee tells one consumer how she can save on milk purchases. The committee printed leaflets, issued news releases, went on the radio to publicize its work. The 5-year-old tugging his dog into the picture now gets more milk as a result of the committee's work.

If people bought more than one quart at a time, the cost of delivery per quart might be lower, and maybe people could get a discount on quantity purchases, they reasoned.

How about 2-quart containers, instead of 1-quart bottles, others asked. Two-quart bottles were being used in other cities, and the savings were passed on to consumers.

SOMEONE THOUGHT THAT MILK DELIVERIES could be made every other day instead of every day. That would do 2 things: It would cut delivery costs; and, it would make possible bulk delivery of milk in containers larger than the quart size. They knew modern refrigerators can keep milk fresh for several days.

That led to the question of containers. The committee had heard of paper containers for milk. They concluded that economies resulting from use of these in Washington would benefit both consumer and distributor.

Production costs of milk came in for a lot of attention. Local health regulations, it turned out, had a good deal to do with the high costs of production dairy farmers who serve Washington must meet. The committee decided health laws should come in for more scrutiny.

Some of the members suggested that they would be willing to go without "special delivery trucks" or "customer services" or special premium offers from their dairy if by going without them milk prices would be lowered.

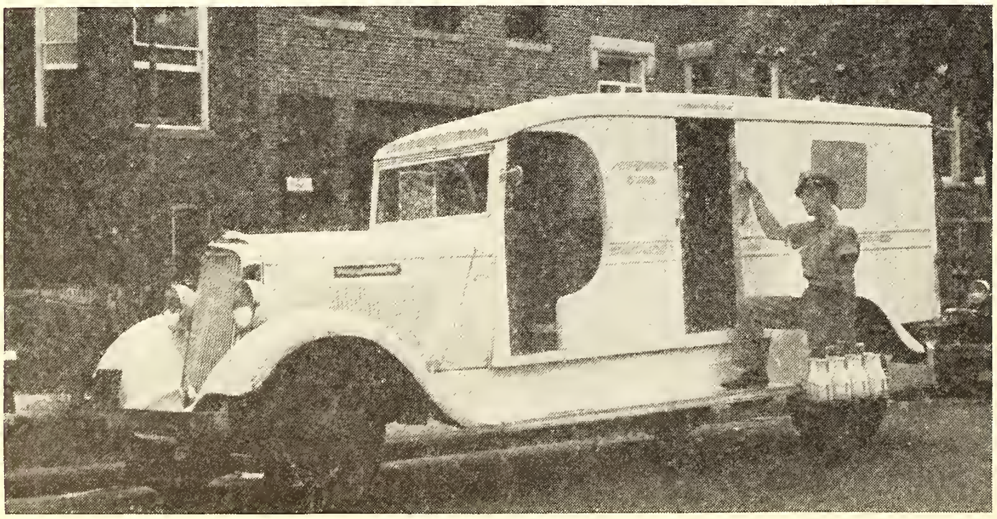
Skim milk—which contains all the nutrients of milk except those contributed by butterfat—was mentioned as something which many families, unable to buy all the whole milk they needed, would like to get. It ought to come cheap.

THE COMMITTEE LEARNED, TOO, ABOUT milk marketing agreements and orders issued by the Department of Agriculture. It found that in Washington and in many other communities such agreements set the prices farmers receive from distributors. Those prices have an important bearing on the price consumers pay for milk. So the committee set itself to learning how the agreements were arrived at, so that consumers' interests could be represented the next time an amendment to such an agreement was proposed for Washington.

Sub-committees did the bulk of the work. At every meeting one of these would offer

FAMILIES in homes like these couldn't afford so much milk if it were not for the 5-cent milk program of the Department of Agriculture. Cooperation of farmers, distributors, and Government makes possible sale of milk at a nickel a quart to relief families. Under this program, as it operates in Chicago, "relief milk" is both delivered at homes and sold at depots.

ONE WAY for consumers to save on the cost of milk is to carry it home from the corner grocery when the price charged for it there is lower than the price charged for delivered milk. Usually it costs less to sell milk over the counter than to deliver it to consumers' doorsteps. A year and a half ago few stores in Washington sold milk at prices lower than those for delivered milk. Now many stores sell it from 1 to 3 cents cheaper than the delivered price.



its report for discussion, criticism, and adoption. Sub-committees were appointed to report on these subjects: health regulations affecting the production of milk sold in the District of Columbia; milk for relief families; the work of milk committees in other cities; the prices farmers receive for milk; labor in the local milk market; the nutritive value of milk; education; and publicity.

Reports of these sub-committees were mimeographed and passed around to all who wanted them. The report on relief milk, for example, detailed down to the last bit of information the plans operating in New York and Boston. Background of the plans was described, administration and development of the programs were commented on, difficulties encountered in working out the plans were taken up in detail.

"This sub-committee," its report concluded, "plans to keep in touch with developments in this situation and hopes to be of assistance in securing an adequate milk program for the District . . . The benefit of a relief milk program will be so great that a reasonable amount of energy and money will not be spent in vain."

ON HEALTH REGULATIONS, A 7-PAGE single-spaced typewritten report was drawn up. It advocated the substitution of the U. S. Public Health Service Standard Milk Ordinance, with some changes, for the 15-year-old provisions of the local health ordinance on milk. Many of the local regulations, it was held, were out-dated and unscientific. The Public Health Service ordinance, the committee found, permitted much less costly equipment for attaining the objective of "a clean, well-ventilated, well-lighted, well-drained barn and milk house." Pointing out that the P.H.S. ordinance had been adopted by 2,156 communities, the committee recommended the establishment of a committee of 2 consumers, 2 producers, and a distributor to act as an advisory group to local health officials in revising the health regulations to bring them into line with modern conditions and modern scientific knowledge.

Groups working on milk in other cities had done outstanding work, the sub-committee assigned to investigating them reported. It told how the Consumer Conference of Greater Cincinnati had made the front pages with its testimony at a government hearing. How the Milk Consumers Protective Committee of New York had been instrumental in defeating a retail price fixing proposal for the State and in setting up a farmer-consumer milk cooperative was described. Turning to Boston, the committee pointed to the accomplishments of the Greater Boston Consumer Committee on Milk in promoting organized consumer action on milk and in urging increase in milk consumption "through more efficient and lower-cost production, marketing, and distribution."

And so it went. Six months after that first meeting around a luncheon table the committee found itself ready to swing into action. The Department of Agriculture announced a hearing on changes in the milk marketing agreement covering Washington, and invited all interested to testify. That included consumers.

THIS WAS A CHANCE TO INTRODUCE INTO the record all the recommendations on economies which the dairies might adopt in order to cut the cost of milk to consumers. Committee members worked up a brief recommending such economy measures as 2-quart containers, every-other-day deliveries, store differentials, and paper containers. The story of that hearing, the issues involved, and the workings of a marketing agreement are told in the March 15, 1940 issue of CONSUMERS' GUIDE.

Washington radio listeners who tuned in the night before the hearing opened heard a broadcast written, produced, and acted by members of the committee. "Do you pay too much for milk?" it began, and for 15 minutes 4 Washington housewives discussed the question. They told of the Washington families who could afford no milk. They described the 5-cent relief milk program of the Department of Agriculture. They urged consumers to attend the hearing to ask adoption of a relief milk program.

A few weeks after the hearing, one of the committee's recommendations went into effect. A large chain store in the city announced it would sell milk at 11 cents a quart over the counter, 3 cents less than the delivered price. Milk of a slightly higher butterfat content was to be sold at 13 cents a quart.

WHEN THE SECRETARY OF AGRICULTURE signed the Washington milk marketing order, it included a provision for bringing low-cost milk to relief families through cooperation of Federal and local governments, distributors, and farmers. For this milk, the farmers had already agreed to take a price lower than the usual price for milk that goes into bottles. All that remained was assurance of financial support from the local government.

[*Concluded on page 14*]

Hitch Your Market Basket–

—to the best possible diet your pocketbook can afford, say the people who know best how poor diets can cheat you of health and vigor you need for safe, sure living

PIN A FOOD EXPERT DOWN, and he'll admit there is no one perfect diet plan to fit everybody's need. Experts can figure out many different diet plans, with varying assortments of foods, in varying amounts, and at varying cost, all of them good nutritionally.

Every food we eat makes some contribution to health. Some contribute more than others. That's because they're richer in certain nutrients bodies need. Some 3 dozen nutrients are needed to help bodies grow, resist disease, digest foods, carry strain, and give bodies spring and joy.

Some foods don't have so many of these nutrients in them. That's why it's important to get the right balance of many different kinds of food in your meals. When diets are poor, they are usually short on some of the foods in Groups 1, 2, or 3, listed below.

First rule in meal planning is to know what different foods are good for. The easiest way to remember that is to think of 4 groups:

(1) *Milk and cheese:* Put these at the top of every diet plan, because milk and the things made from it are princes among foods. Milk and its products are triple-acting foods: they help to build bodies; they help to make bodies operate more efficiently; and they give bodies energy. They do these jobs at a low cost, compared with the cost of getting the same nutrients in other foods. The most expensive way to buy milk is, of course, as whole milk sold in bottles. But there are cheaper ways of getting the same nutrients. How much cheaper these other forms are depends on many things, some of them varying from city to city. Here's a list of foods that have about the same food value as a quart of fresh whole milk:

17 ounces of evaporated milk (tall cans hold 14½ ounces)
1 quart of skim milk plus 1½ ounces of butter
4½ ounces of dried whole milk
3½ ounces of dried skim milk plus 1½ ounces of butter
5 ounces of American cheddar cheese.

(2) *Fruits and vegetables:* All fruits and vegetables don't do the same job in the diet. Some, like potatoes, give more energy than others, pound for pound, or dime for dime. Some, like tomatoes, are more valuable for their vitamins. Divide them this way, and choose some of each type: potatoes in one group; tomatoes and citrus fruits in another group; green, yellow, and leafy vegetables in a third group. As a rule, you don't buy fruits or vegetables for the calories they give you. You buy them more especially for their vitamins and minerals. These are the food values that are most often missing from poor diets. It's difficult to get too much of them, but it's easy to get too little.

(3) *Lean meat, poultry, fish, and eggs:* These are the muscle-building foods because they all are good protein foods. All of them, too, have some minerals and vitamins in them. Pick and choose among them, if your purse is small. Cheap cuts of meat for stews and pot roasts are as nutritious as steaks and chops. Look for lower quality grades in meat; they are as nutritious as top quality. The 2 lowest grades of meat in U. S. standards are "Commercial" and "Utility."

(4) *Cereals, sweets, and fats:* These are the energy foods *par excellence.* Some of them have other food values, too, especially whole-grain cereals, and some of the fats. Even among these foods, which are usually less expensive per calorie than others, you can save. Buying cereals in bulk is cheaper than buying them in packaged form. Cooking cereals at home is cheaper than buying the ready-to-eat variety.

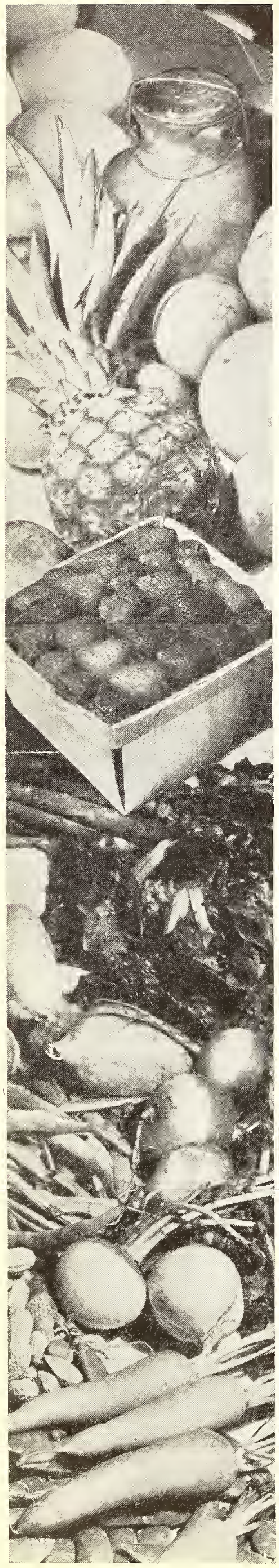
Because lots of people like to have the food experts work out diet plans for them, the Bureau of Home Economics has prepared plans for 3 good diets at different levels of cost, from low cost to high. We print them on the following 2 pages.

If you use them, remember they are not the *only* good diet plans in the world. Remember, too, if you can afford to buy more milk, more eggs, more fruits and vegetables, more meat than any of these plans call for, go to it! The more abundant the minerals and vitamins are in your diet, the better.

When America or Americans strike out in earnest for perfect diets for everyone, they won't stop short of anything but the most abundant kind that our lands and our farmers and our handlers of foods can provide.

THREE GOOD DIETS AT THREE LEVELS OF COST

Kinds and amounts



Persons	Milk[1]	Potatoes, sweet-potatoes		Tomatoes, citrus fruit		Leafy, green, yellow vegetables		Dried beans, peas, or nuts	
	Quarts	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*
This is an									
Children under 2 years	5	1	0	1	8	1	8	0	0
Children 2–3 years	7	1	8	1	8	2	8	0	0
Boys:									
4 to 6 years	7	1	12	1	8	2	8	0	0
7 to 8 years	7	2	0	1	12	3	8	0	1
9 to 10 years	7	2	0	2	0	3	12	0	1
11 to 12 years	7	2	4	2	4	3	12	0	1
13 to 15 years	7	3	0	2	8	3	8	0	2
16 to 19 years	7	4	4	2	8	3	8	0	2
Girls:									
4 to 7 years	7	1	12	1	8	2	8	0	0
8 to 10 years	7	2	0	1	12	3	8	0	1
11 to 13 years	7	2	0	2	0	3	12	0	1
14 to 19 years	7	2	4	2	4	3	12	0	1
Men 20 years and over:									
Active work	3½	5	12	2	8	3	8	0	2
Moderate work	3½	3	0	2	8	3	8	0	2
Inactive	5	2	4	2	4	3	12	0	1
Women 20 years and over:									
Active work	3½	3	0	2	8	4	0	0	1
Moderate work	3½	2	4	2	4	4	0	0	1
Inactive	5	1	8	2	4	3	12	0	1
This is a									
Children under 2 years	5	1	0	1	8	1	8	0	0
Children 2–3 years	7	1	12	1	8	2	8	0	0
Boys:									
4 to 6 years	7	2	0	1	8	2	8	0	1
7 to 8 years	7	2	0	1	8	3	8	0	2
9 to 10 years	7	2	4	1	12	3	12	0	2
11 to 12 years	7	2	8	1	12	3	12	0	2
13 to 15 years	7	3	0	2	0	3	0	0	4
16 to 19 years	7	4	4	2	0	3	0	0	4
Girls:									
4 to 7 years	7	2	0	1	8	2	8	0	1
8 to 10 years	7	2	0	1	8	3	8	0	2
11 to 13 years	7	2	4	1	12	3	12	0	2
14 to 19 years	7	2	8	1	12	3	12	0	2
Men 20 years and over:									
Active work	3½	5	12	2	0	3	0	0	4
Moderate work	3½	3	0	2	0	3	0	0	3
Inactive	5	2	8	1	12	3	8	0	2
Women 20 years and over:									
Active work	3½	3	0	2	0	4	0	0	4
Moderate work	3½	2	8	1	12	4	0	0	2
Inactive	5	1	12	1	12	3	8	0	2
This is a									
Children under 2 years	5	1	8	1	4	1	8	0	0
Children 2–3 years	7	1	12	1	4	2	8	0	0
Boys:									
4 to 6 years	7	2	0	1	4	2	8	0	2
7 to 8 years	5–7	2	4	1	4	3	8	0	3
9 to 10 years	5–7	2	8	1	4	3	12	0	3
11 to 12 years	5–7	2	12	1	4	3	12	0	4
13 to 15 years	5–7	3	0	1	4	3	0	0	4
16 to 19 years	5–7	4	4	1	4	3	0	0	4
Girls:									
4 to 7 years	7	2	0	1	4	2	8	0	2
8 to 10 years	5–7	2	4	1	4	3	8	0	3
11 to 13 years	5–7	2	8	1	4	3	12	0	3
14 to 19 years	5–7	2	12	1	4	3	12	0	4
Men 20 years and over:									
Active work	3½	5	12	1	4	3	0	0	8
Moderate work	3½	3	0	1	4	3	0	0	6
Inactive	3½–5	2	12	1	4	3	8	0	3
Women 20 years and over:									
Active work	3½	3	0	1	4	3	8	0	4
Moderate work	3½	2	12	1	4	3	8	0	4
Inactive	3½–5	2	0	1	4	3	8	0	3

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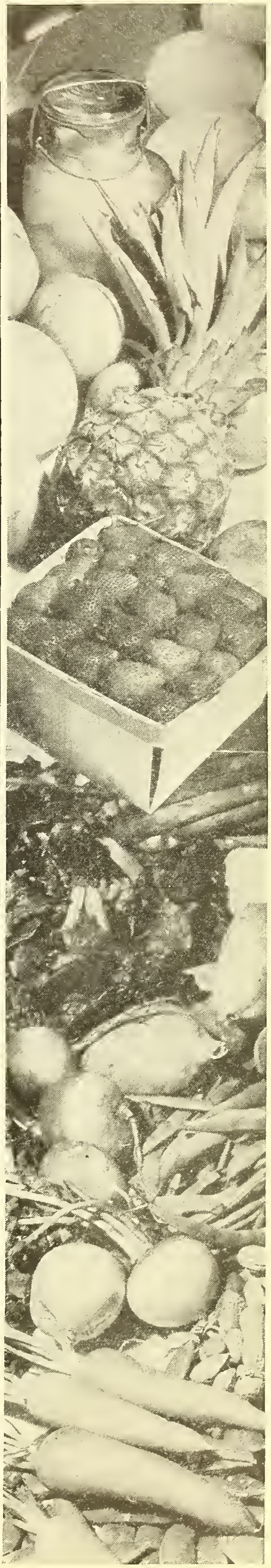
[1] *Or its equivalent in cheese, evaporated or dried milk.*
[2] *Count fatty bacon and fat back as fat, not as meat.*

of foods for a week

Dried fruit		Other vegetables, fruits		Eggs	Lean meat, poultry, fish [2]		Flour, bread,[3] cereals		Sugars [4]		Butter		Other fats	
Lbs.	*Oz.*	*Lbs.*	*Oz.*	*Number*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*	*Lbs.*	*Oz.*
expensive good diet														
0	0	0	0	4	0	0	0	12	0	1	0	2	0	0
0	1	2	8	6	0	6	1	0	0	2	0	3	0	0
0	1	4	0	7	0	12	1	4	0	4	0	4	0	1
0	2	5	0	7	1	12	1	8	0	8	0	8	0	1
0	2	5	12	7	2	8	1	8	0	12	0	12	0	1
0	3	6	0	7	3	0	1	8	0	12	0	12	0	1
0	3	7	0	7	3	12	2	0	1	0	0	12	0	3
0	3	8	0	7	4	12	2	8	1	8	0	12	0	12
0	1	4	0	7	0	12	1	4	0	4	0	4	0	1
0	2	5	0	7	1	12	1	8	0	8	0	8	0	1
0	2	5	12	7	2	8	1	8	0	12	0	12	0	1
0	3	6	0	7	3	0	1	8	0	12	0	12	0	1
0	2	8	0	7	4	12	4	8	2	0	0	12	1	2
0	2	7	0	7	4	0	2	4	1	4	0	12	0	8
0	2	5	8	7	2	8	1	12	0	12	0	12	0	1
0	2	7	0	7	3	12	2	4	1	4	0	12	0	8
0	2	6	0	7	3	0	1	12	1	0	0	12	0	3
0	2	5	8	7	2	8	1	4	0	12	0	12	0	1
moderate-cost good diet														
0	0	0	0	4	0	0	0	12	0	1	0	2	0	0
0	1	1	12	6	0	6	1	4	0	2	0	3	0	0
0	2	2	0	7	0	12	1	8	0	4	0	4	0	1
0	3	2	8	7	1	8	2	0	0	8	0	8	0	1
0	4	3	4	7	2	0	2	8	0	12	0	8	0	4
0	4	4	0	6	2	8	2	8	0	12	0	8	0	4
0	5	5	8	6	2	12	3	4	1	0	0	8	0	8
0	6	6	0	5	3	0	3	12	1	8	0	8	1	1
0	2	2	0	7	0	12	1	8	0	4	0	4	0	1
0	3	2	8	7	1	8	2	0	0	8	0	8	0	1
0	4	3	4	7	2	0	2	8	0	12	0	8	0	4
0	4	4	0	6	2	8	2	8	0	12	0	8	0	4
0	6	5	8	5	3	12	5	12	2	0	0	8	1	7
0	4	5	0	5	3	0	3	8	1	4	0	8	0	12
0	3	3	0	6	2	8	2	4	0	12	0	8	0	4
0	4	5	12	6	3	0	3	4	1	4	0	8	0	12
0	4	4	0	6	2	8	2	12	1	0	0	8	0	8
0	3	3	0	6	2	8	1	8	0	12	0	8	0	4
low-cost good diet														
0	0	0	0	4	0	0	1	0	0	1	0	2	0	0
0	1	0	8	5	0	4	1	8	0	2	0	3	0	0
0	2	1	0	5	0	8	2	0	0	4	0	4	0	1
0	2	1	8	5	1	4	2	12	0	8	0	6	0	1
0	3	2	0	4	1	8	3	0	0	12	0	6	0	6
0	3	2	0	4	1	12	3	8	0	12	0	6	0	6
0	4	2	8	4	2	0	4	8	1	0	0	6	0	10
0	4	2	8	3	2	12	6	0	1	4	0	6	0	12
0	2	1	0	5	0	8	2	0	0	4	0	4	0	1
0	2	1	8	5	1	4	2	12	0	8	0	6	0	1
0	3	2	0	4	1	8	3	0	0	12	0	6	0	6
0	3	2	0	4	1	12	3	8	0	12	0	6	0	6
0	4	2	8	3	3	0	8	0	1	8	0	6	1	2
0	4	2	8	3	2	8	4	8	1	4	0	6	0	10
0	3	2	0	4	1	12	3	0	0	12	0	6	0	6
0	4	2	8	4	2	0	4	8	1	4	0	6	0	10
0	4	2	8	4	1	12	3	8	1	0	0	6	0	6
0	3	2	0	4	1	12	2	4	0	12	0	6	0	6



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[3] *Count one and one-half pounds of bread as one pound of flour.*

[4] *Include white, brown, or maple sugars, sirups, molasses, jellies, preserves, candies, etc.*

Some Light on Lighting

Tips from Department of Agriculture experts on getting the most for your money

SEEING is a three-way operation. It takes an eye, an object, and light. When the light illuminates the object, that's good; when the light shines in the eye, that's bad. Light in the eye is glare; light on the object you're looking at is illumination.

Science is okay but no one has improved on daylight yet. In the house, to get the most daylight has to offer, use light shades. Don't use heavy drapes or curtains. Where draperies are hung, arrange them so they cover the casing and not the window. Hang your curtains so they can be pulled back easily to let the light in. Place tables, desks, and work benches near windows where they can be lighted by the sun.

Good lighting requires freedom from glare, the elimination of shadows, and the avoidance of sharp contrast between lighted objects and their background. Glare is misplaced brightness. It can usually be minimized by shading the light bulb with a material that softens the light, and by placing the light well above the level of the eyes. Milk glass or plastic bowls are anti-glare, so are shades made of parchment paper or lightweight, light-colored silks.

Reflected light may cause glare, too. Mirrors, pictures, table tops, glossy paper, shiny objects may throw dazzling light into the eyes. Sometimes you can just remove the offending object; sometimes it means covering a glass topped table, or a too shiny table top or desk.

The darker the paint on your walls and ceilings the more light you need for seeing. Lightness of ceilings particularly is crucial where modern upward shining indirect lighting is used. Paint finishes on walls and ceilings should be dull surfaces. Dullness diffuses an easy, comfortable light while glossy finishes cause glare.

Sharp contrasts in lighting come from a bright light that shines on an object in an otherwise dark room. The sharpness can be smoothed down by using general illumination in a room as well as a brighter light which shines on your book or your sewing or the children's lessons.

Most lamps give both direct and indirect light, the direct light giving light right on what you are doing, the indirect light furnishing general illumination to cut down shadows and to round off sharp contrasts.

There are 4 kinds of lighting fixtures:

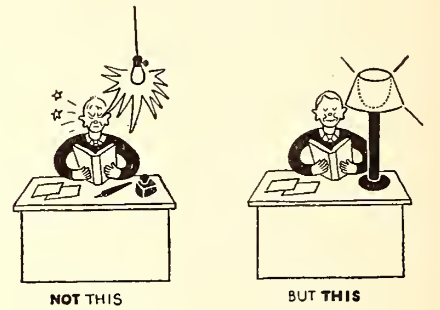
Direct lighting fixtures send most of the light rays directly to the illuminated area. They give the brightest illumination, but with two drawbacks, glare and sharp contrasts between the lighted and unlighted areas.

Indirect lighting fixtures shoot their light rays against the room surfaces to be reflected back in a soft diffused light. They use the ceiling as a key part of the lighting system and for this reason especial care should be taken to finish ceilings in rooms lighted indirectly with a dull light colored surface. Indirect lighting is excellent for general room illumination, but usually not adequate by itself for close work.

Semi-direct lighting fixtures send most of their light rays straight to the illuminated area at the same time they shoot other rays off to be reflected back to provide general illumination.

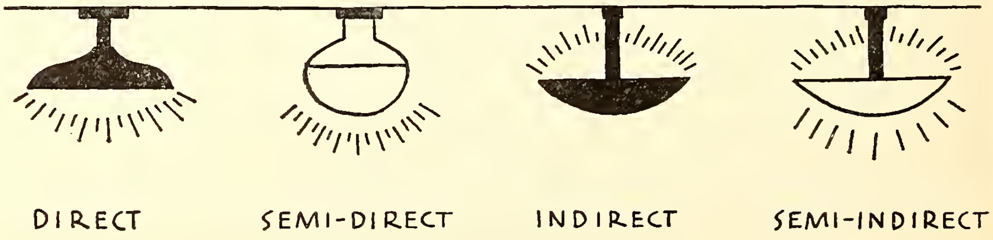
Semi-indirect lighting fixtures send most of their light rays up to the ceiling to be reflected back as indirect lighting at the same time they give direct illumination to the area directly under the light. Ordinarily ceiling fixtures of this type do not afford enough light for close seeing unless they are hung very low. Most modern portable lamps, however, are of the semi-indirect type and are designed for close-seeing tasks.

Lamps should be high enough to let the light spread and thus make it unnecessary to work directly under them. This also permits a lamp to be used by more than one person at a time. Shades should be wide at the base with a slight taper toward the top. They should extend down far enough to prevent the light from shining directly into the eyes. They should be light on the inside so they reflect light, and they should not have cracks in them (intentional or unintentional) which permit light to shine through them. In no case should the shade be so thin that you can see the light bulb or bowl through it.



Some lamps bear the certification tag of the Illuminating Engineering Society (I. E. S.). The Illuminating Engineering Society is a professional organization of engineers who specialize in lighting. The I. E. S. tag on a lamp means that the lamp gives light of a quality and quantity which comes up to standards worked out by illuminating engineers and which bear their approval. The tag is also an assurance that certain safety requirements have been met.

Floor lamps for study and reading. The diffusing bowl and shade give general illumination indirectly; at the same time direct lighting is afforded for fairly close work without eye strain. Strategic placement of this lamp gives light for several



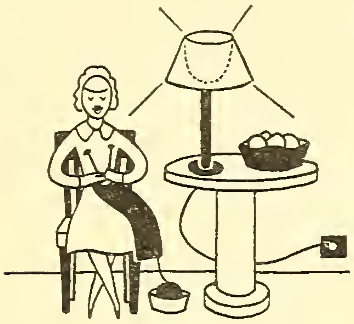
persons to read and work by. For use with a 100-watt bulb, this lamp comes with an 8-inch bowl; 9⅜-inch bowl takes a 150-watt bulb, or a 50–100–150-watt 3-way bulb. A 10-inch bowl is used for a 100–200–300-watt 3-way bulb. Lighting experts suggest that this lamp be placed beside and slightly to the rear of lounge chairs or davenports; directly behind a davenport; or to the left or right of desks or tables used for study; and at the piano.

Bridge lamps get the call when the larger floor lamp won't do for some reason or other. This lamp gives semi-indirect lighting for general room illumination and direct light for specific tasks. It should be placed beside chairs, and near small writing desks and tables. It has a shade and diffusing bowl, an 8-inch bowl for use with a 100-watt bulb; a 9⅜-inch bowl for use with a 150-watt bulb or a 50–100–150-watt 3-way bulb.

Desk lamps that throw a direct undiffused light directly onto the book you're reading or the sheet of paper you're writing on are not recommended. The reflection of the light causes glare, and the bright patch of illumination such lamps give in the midst of an otherwise dark room is likely to cause eye strain.

Table lamps for study and reading give semi-indirect light for writing, studying, drawing, or sewing. Come equipped with a shade and a diffusing bowl, in an 8-inch bowl for use with a 100-watt bulb, a 9⅜-inch bowl for use with a 150-watter, or a 50–100–150-watt 3-way bulb. Should be placed on the left-hand side of the desk or table for use by the right-handed and on the right-hand side of the desk or table for use by the left-handed. May also be placed in the center of a large table for use by several people at the table, or on a small table with chairs clustered around it. Should stand high enough to give a broad spread of light, but not so high that the unshaded light shines in the eyes.

End table lamps come with a shade and an 8-inch diffusing bowl which takes a 100-watt bulb. They are decorative, they give general lighting, and they give enough illumination to enable a person sitting beside them to read or study. The end table lamp should always be placed directly to the side of the chair or sofa. The table on which the lamp stands should be about 26 inches high. The lamp shade should be broad enough at the bottom to light up the work being done by the person in the chair.



This pin-up bracket lamp gives a semi-indirect lighting for reading in bed, to sew by, or for any other activity requiring intent seeing. The lamp is hung on small nails driven into the wall and may be put up over the bed, above the sewing machine, or over the work table in the kitchen. It should be hung high enough to light up the room generally but low enough to give a direct light on what you're reading or doing. It may be obtained with a diffusing bowl diameter of 6 inches for use with a 75-watt bulb, or with an 8-inch bowl for use with a 100-watter.

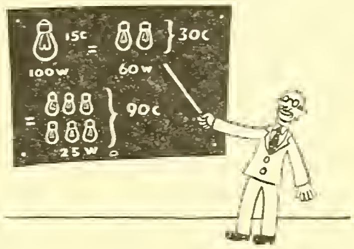
Bulbs.

A handy suggestion lighting experts offer to householders is the *night light* which uses a 7-watt bulb. It may be plugged into an electric light outlet near the floor in bedrooms or in halls. You get a light that way that illuminates the floor late at night without waking up the whole house. It cuts down on cracked shins.

Be sure, when you buy bulbs, that you get ones that have been made for the voltage of the electric power system in your community. The voltage of an electric light bulb is al-

ways marked on the end of the globe along with the wattage.

When the Federal Government buys electric light bulbs it requires that they measure up to Federal Specifications. The bulbs are tested by the National Bureau of Standards and are accepted or rejected depending on whether or not they pass the tests. While some cartons in which bulbs are sold to consumers bear the legend that they conform to Federal Specifications, the NBS is not in a position to check on the accuracy of such claims because it only tests bulbs purchased by the Federal Government.



Higher wattage electric light bulbs may be better buys than low wattage bulbs. One 100-watt bulb gives as much light as 2 of 60 watts or 6 of 25 watts. The original cost of the 100-watter is approximately 15 cents, while the 2 60-watters will cost about 26 cents, and the 6 25-watters will cost about 60 cents. That's one saving.

To operate the 100-watter for 1,000 hours in a community where electricity costs 4 cents a kilowatt hour would cost $4.00. The cost of operating the 2 60-watters would be $5.00, while the cost of operating the 6 25-watters would be $6.00.

Inside frosted bulbs and clear glass bulbs give the same amount of light. Inside frosted bulbs are less apt to produce glare although frost on the inside of a bulb is no substitute for a shade or diffusing bowl. Clear glass or frosted bulbs may be used without shading where the light is snapped on for only a short time, say in a closet, in a corner of the basement, in the garage, or on the porch. Everywhere else these bulbs should be covered with a shade or a diffusing bowl or both.

Silvered bowl electric light bulbs have just begun to shine on the electric light horizon. These are bulbs which are silvered in the bowl end. This silvering, which does not tarnish, makes a reflecting bowl out of the lower half of the bulb. Used bowl down in a room with a light-colored ceiling, the silvered bulb provides indirect lighting all by itself.

Three-way bulbs offer you 3 different amounts of light from the same bulb. These bulbs have 2 filaments in them, each of a different wattage. When one filament is lighted you get light of one wattage; when the other filament is lighted by itself you get light of another wattage; when both are turned on together you get a third brightness. These bulbs come either in 50–100–150 wattage, or in 100–200–300 wattage. They require a special socket, larger than the usual electric light outlet, and they cost more money than ordinary bulbs.

If you're building a house, or thinking about wiring your house, consider the fluorescent lamp. This is a new type of lamp which requires a special socket and a controlling device called an auxiliary, but which has the advantage of giving more light with the same wattage than ordinary bulbs. Thus, while the initial cost of installing such a lamp is higher than usual, the operating costs make up the larger initial outlay in the long run. The fluorescent lamp also may be obtained in any color, including daylight. Because it gives better light more cheaply, stores and factories now use it widely.

Bulbs or shades which color light are all right if you're using them for ornamental purposes. But if you don't want the special effect they give, use regular bulbs and shades. The colored varieties give less light for the same number of watts and give unnatural colors and effects to the room and its furnishings.

Blue daylight bulbs which cost more money than the ordinary kind and which must be used in larger sizes to get the same light have one advantage, they give a light resembling daylight. For that reason they are used where matching colors accurately is important.

Dust on electric light bulbs, shades, or diffusing bowls cuts down on the light without cutting down on the cost of electricity. By keeping bulbs, bowls, and shades clean, you increase the light and save on the bill.

For more information about lighting you may write to the Superintendent of Documents, Washington, D. C., enclosing 10 cents in cash for a copy of "Electric Light for the Farmstead," F. B. No. 1838.

CAMPS ON WHEELS

[*Concluded from page 5*]

munity life. One time Dan served on the camp council. Though the camp has a permanent manager, hired by FSA, plus the nurse, a clerk, and a watchman, the campers are urged to work out the actual problems of running the community themselves. They elect a council composed of one camper from each block of tents. Council members rotate, each one serving usually for about 6 weeks. The managing of the camp fund, organizing the labor tasks which campers perform, taking care of discipline, planning recreation and education for the community, all reminded Dan of the town meeting back home. The whole business made him feel that he was useful again, that he was needed to help make life run more smoothly for everyone in the camp.

Mobile camps offer shelter for only 3,200 of the estimated 350,000 migrant families on the roads. Twenty more units are planned for the coming year. Two will follow the wide arc which cotton makes across Texas, beginning in July around Corpus Christi on the Coastal Bend, running over the Black Waxy Plains to the Lubbock region of the Panhandle in December. The runs will be long—from 200 to 300 miles—but they will be worth it for the 300,000 men, women, and children who follow cotton in Texas each year.

Then there are regions on the Atlantic Coast from Florida to North Carolina where mobile camps will make the circle of the ripening fruit and vegetable crops next year. For the first time, too, mobile camps will move up and down the Mississippi Valley, and additional camps will start rolling along the Pacific Coast—5 in Oregon, 4 in Washington and 3 in Idaho.

When itineraries become more established, costs can be cut by building permanent community centers and clinics on the established camp sites. Each camp site would then have its own set of tent platforms. When moving time came, the platforms would be stored in the community center. The time and expense of moving the 200 tent platforms, the clinic and the community center would be saved.

At the same time that FSA is trying to help agricultural migrants live with less danger to their own health and that of the communities in which they work, progress continues on the important program of putting skilled farmers back on farms of their own where they can once more learn what it means to be settled down and peaceful.

MORE MILK

[*Concluded from page 9*]

Committee members worked for that. Their work was effective. The plan went into effect with milk offered to certified relief families at 5 cents a quart. After 90 days of operation, 2,750 quarts of milk were being sold from relief stations daily.

Latest activity of the group is its collective bargaining for milk. Farmers bargain collectively for the price they get, figured the committee, so why shouldn't we? This was something new for Washington, although a large group of consumers in nearby Maryland had tried it out successfully.

Calling on the dairies, the committee wanted to know if all their members and other consumers they rounded up pooled their orders and bought from one dairy, at what price could they get milk.

One dairy offered to deliver to their homes 2 kinds of milk: 4 percent butterfat milk for 12 cents a quart; 3.7 percent milk for 11 cents a quart. These prices were 2 and 3 cents under the general price charged for milk delivered to homes, but the dairy figured it could afford to take less because the committee did the work of rounding up business. Consumers buying 4 or more quarts at a time get the 4 percent milk at 11 cents. The dairy, with which the committee has its buying contract, has also agreed to deliver skim milk to door steps for 5 cents a quart.

Careful check of the dairy was made by the committee before signing its bargaining agreement to make sure it was approved by the Health Department and that labor conditions were fair. The committee's work stops with the rounding up of customers. Customers place their orders through the committee, but they pay their bills directly to the milk company.

In the few short weeks the committee has been offering this low-priced milk to all members, new and old, almost 1,000 quarts of milk a day have been ordered.

"Where do we go from here?" is the question posed now. One aim is education, to tell consumers all there is to know about milk, both its economics and its food value.

"Like any consumer group, we want to show people how they can economize on their milk purchases," comments one member.

"Our job now is to continue what we have started, to increase consumption of milk in Washington, and to make it possible for more people to get all they need for a properly balanced diet."

YOUR FOOD SUPPLIES AND COSTS

RETAIL FOOD COSTS. Two slight successive reductions in food costs occurred between September and November. These reductions were largely of a seasonal nature. Prices of dairy products and eggs went up as they usually do. However, these advances were more than balanced by seasonal reductions in prices of fresh fruits and vegetables and meats, and a slight downward trend in other foods. The reduction in the retail cost of all foods between September and October, as reported by the Bureau of Labor Statistics, was about 1 percent, but that in the following month was only one-third as large.

Food costs continued at relatively low levels in November. They were 1 percent lower than last year and the lowest for the month since 1934. Prices of meats, dairy products, and eggs, were higher than last November, but all other groups were lower.

FOOD SUPPLIES. Total supplies during the first quarter of 1941 probably will not differ much from a year ago. Nevertheless, the following changes from 1940 levels are in prospect for individual foods:

Increases—cabbage, potatoes, lamb, oranges, grapefruit, dried beans, fresh tender vegetables.

Decreases—eggs, poultry, pork, onions, sweetpotatoes, canned fruits, canned vegetables, pears.

Little Change—dried fruits, beef, rice, butter.

MEATS. Pork supplies are expected to decrease more than usual between the beginning of the last quarter of 1940 and the end of the first quarter of 1941. A smaller than usual increase in the supplies of Good and Choice grade beef between these 2 periods also is in prospect.

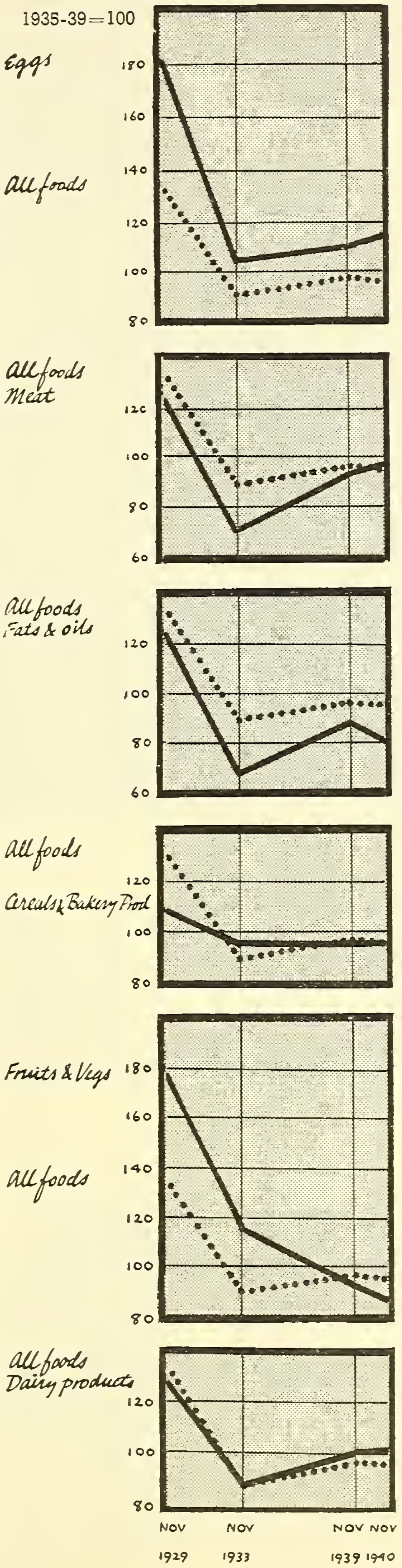
CITRUS FRUITS. Marketings of grapefruit and oranges ordinarily are largest during the first quarter of the year.

DAIRY PRODUCTS. Supplies during the first quarter of 1941, are expected to be seasonally larger than in the last part of 1940, but probably won't differ much from a year ago.

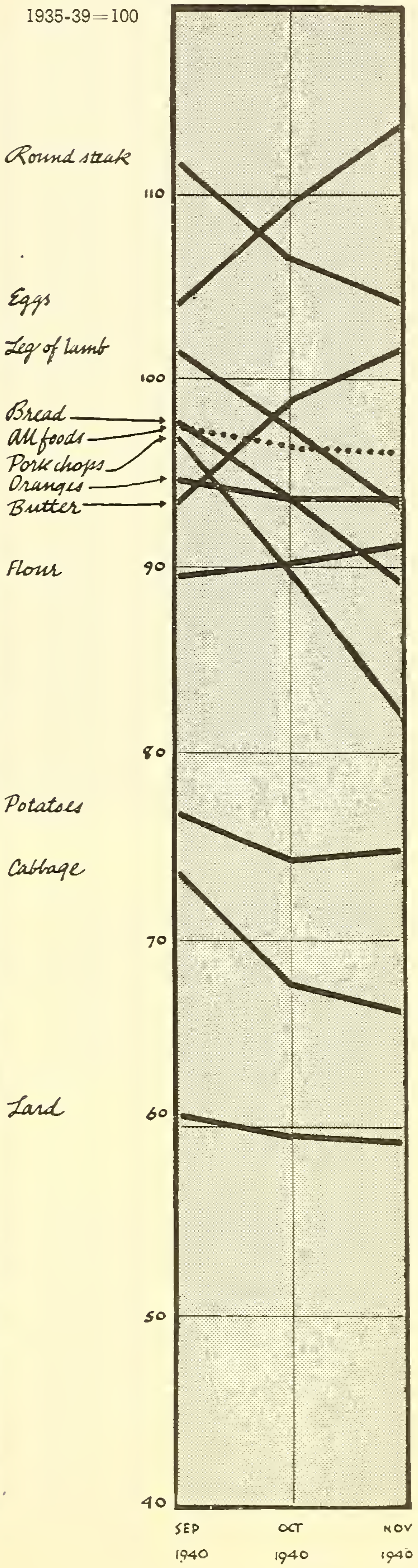
VEGETABLES. Seasonal increase in potato prices during the winter months may be only moderate due to large supplies, but a larger than usual price increase in sweetpotatoes is in prospect.

POULTRY AND EGGS. Supplies probably will be slightly smaller, and higher in price than during the first quarter of 1940.

A PERSPECTIVE



A CLOSE-UP



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EGGS

CONSUMERS' GUIDE

DECEMBER 2, 1940

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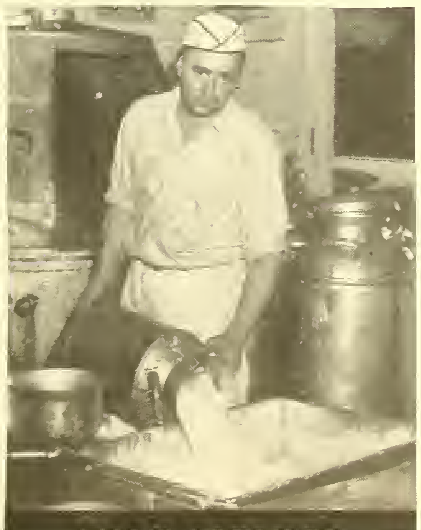
STAMP PLAN



MILK SAVINGS

MILK GLOSSARY

CONSUMERS' GUIDE

DECEMBER 2, 1940 VOLUME VII, No. 5

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"**I SUBMIT** that our democracy, if it is to be strong and unassailable, must give serious and continuous attention to the problem of bettering the lot of the low-income groups in cities and on farms. It is only common sense to do this. Raise their incomes and you raise their buying power. Raise their buying power and you create new markets for the production of our machine industry and increasingly mechanized agriculture. That seems to be about the only place we can look for new markets in the world as it is today, and certainly it is the first place we would want to look for new markets. We are our brothers' keepers. And they are also our keepers. We will be economically stronger and also morally and psychologically stronger as we make the American dream come true for more and more Americans.

"We have tested out the theory that economic well-being would trickle down from the top if you just let the people at the top of the heap go their own way in their wisdom. That theory was murdered by a gang of brutal facts in the early 1930's. It didn't work!

"We know now that we have to find a workable way of generating economic well-being at the bottom by increasing the consuming power of the lowest-income group."

CLAUDE R. WICKARD,

Secretary of Agriculture, before Annual Meeting of the National Grange, Syracuse, N. Y., November 15, 1940.

"**IF PREJUDICES** and privileges are disregarded, it can be demonstrated by logic and mathematics that this Nation can carry out and extend its armament program without important reduction in the volume of production for civilian use—without spiralling prices or depressing the standard of living. In other words, it is possible to have guns and butter both. But it will not be possible to have full production for both defense and standard of living if the important elements in our economy, industrial management and capital, labor, and agriculture, successfully resist any modification of their traditional attitudes."

CHESTER C. DAVIS,

Agricultural Commissioner, National Defense Advisory Commission, before Annual Convention of the Association of Land-Grant Colleges and Universities, Chicago, Ill., November 13, 1940.

"**GOODS** must be kept moving into civilian as well as military channels for ultimate consumption. That means keeping costs and margins at as low a level as is consistent with the services rendered."

HARRIET ELLIOTT,

Consumer Commissioner, National Defense Advisory Commission, before Conference of Wholesaling Trade Representatives, Washington, D. C., November 12, 1940.

"**WHAT** of the future for consumers? We stand today at one of those turning points in the Nation's affairs. Activity is increasing. The dollar values of things are on the move.

"Prices have begun to move during the past 15 months. Some prices are, as you might say, sneaking up on your blind side. For instance—early in November, trade papers report, manufacturers began to take threads out of the housedresses you women buy. The percale dress for which you have been paying a dollar used to have 80 threads to the inch each way. Now it is to have 68 threads to the inch one way and 72 the other. It will still cost you a dollar, but because the quality has been reduced, that is really a higher price than it was before.

"Such items of news do not argue that all is well in the outlook for consumers. I am glad to say there is a considerable organization of opinion among retailers that continuation of price increases at the consumer level spells danger. The danger is that rising prices may give birth like bacteria to other rising prices. And if the infection really takes hold prices become the master rather than the servant of the Nation's economy.

"Another danger threatens consumer welfare. This, too, is a kind of disease. Call it the dollar delusion. It is a kind of blindness that permits us to see dollars while we fail to see the things that dollars buy. It fastens on us because most of us will work hard to find some way to look out for income, but don't do a thing to make sure we can turn that income into plenty of good things. We're smart as producers; we're dumb as consumers.

"Right now another epidemic of this disease threatens us. With big movements under way in the business world, every group is girding itself to see that it draws a good ticket in the national sweepstakes. Money prosperity is in the offing and we are all getting set to see that when it arrives we shall be sure to get ours. Everyone is busy fighting for the dollars he hopes to take in, forgetting that the thing he is after—as a human being, with a family, and kids—is more food, more clothing, more household goods, and greater human comforts.

"That points up the big question in the present outlook for consumers. Will the prosperity induced by defense be used to produce more goods which we can use in our homes, or will it give rise only to higher dollar values?

"We have manpower, we have productive capacity. We have the resources to expand productive capacity. We have what it takes to build the machinery of defense and at the same time to build a desirable and defensible standard of living for every man, woman, and child. If we build war goods but do not keep up the supply of goods that go into daily living, then we shall be paying for defense by taking it out of living standards that are already dangerously low for many people. If we permit speculation to run away with prices in commodity markets and in stock markets, then we consumers shall probably pay even more dearly for defense. But if we are able not only to keep up, but to expand to the limit of our capacity, the production of goods for civilian use and to keep them moving into the homes of people, then we shall have an America that is impregnable on the world front and an America secure in its faith that here we can make real the dreams men live by."

D. E. MONTGOMERY,

Consumers' Counsel, U. S. Department of Agriculture, before Harlem Consumers' Cooperative Council, New York, N. Y., November 16, 1940.

EGGS ARE GRADED on basis of the quality revealed in the candling process. Electric candles light up an egg's insides, giving U. S. graders an X-ray view of the quality. After grading, eggs are separated mechanically, according to weight, then put into containers.

What Grade of Eggs Do You Buy?

Experts in Federal egg grading want consumer testimony on the quality they look for in eggs to help in revising U. S. Government standards for this important food

X-RAY EYES wouldn't help humans see into the soul of a machine, but they might—if humans had that kind of eyes—make the grading of eggs unnecessary.

Here's a product that nature wraps in a package the minute it's produced. Not even the producer of the product, nor her keeper, knows for certain its quality. Some eggs are third grade the minute they're laid. Most are top quality. Still, there's a gamble right from the start. Then gambles come all along the way, right down to the moment the egg is eaten.

Careless handling on the journey from hen house to retail counter probably does more to lower egg quality than anything else. Length of time between laying and eating can make a difference, too. Better, more modern refrigeration methods for farm, truck, train, and store, new methods of processing eggs to help seal in quality, and faster roads to market are constantly reducing the danger of deterioration. Just the same, by the time the consumer meets a dozen eggs at a retail counter he still needs some substitute for X-ray eyes to give a picture of the eggs' insides.

Grading of eggs is the closest anyone has come so far to giving the egg buyer an inside picture of eggs. The Federal Government, through the Agricultural Marketing Service of the Department of Agriculture, has developed standards for the grading of eggs. Each grade represents a different quality egg.

To meet a grade, eggs have to come up to certain requirements defined in a set of standards. One thing about grades is certain: They are the best device available to assure buyers of a product fairly consistent in quality, and a quality that can be easily recognized just by reading the label.

While grading takes some of the guesswork out of buying, it does more than that. It makes comparison of prices easier and more accurate. It protects the buyer from paying a high price for low quality. Some consumers, if they are to get any eggs, must get them at the lowest possible price. Other consumers, better fixed, might afford to buy more eggs if they could get top quality for breakfast and third quality for mixing in other foods, and pay corresponding prices for the different grades. Grading serves both kinds of consumers.

Still another indirect benefit to consumers comes through the direct benefit grading brings producers. Top quality, plainly labeled, naturally brings top prices. This incentive can encourage producers to improve production methods, and handlers to eliminate delays and inefficient handling methods that affect egg quality. As pressure in this direction increases, consumers may find the proportion of top quality eggs on retail markets increasing.

FEDERAL GOVERNMENT GRADES ARE 4:

U. S. Special.—The kind to buy for convalescents; very few on the market; may be marked "Retail Grade AA."

U. S. Extra.—Top grade in most markets; satisfactory for breakfast eggs; may be marked "Retail Grade A."

U. S. Standard.—Satisfactory for cooking; if sold under seals authorized by the Department of Agriculture must be marked "Retail Grade B."

U. S. Trade.—Suitable for preparing dishes where egg flavor does not count much.

Under the egg regulations of the Agricultural Marketing Service all these grades may be accorded to storage eggs as well as fresh ones. Storage eggs of the 2 top grades, U. S. Special and U. S. Extra, however, must be labeled as storage eggs when sold under authorized seals. Storage eggs of the third grade, U. S. Standard or Grade B, are not required to bear an identifying mark of storage on the seal. However, any person who ships in interstate commerce storage eggs which are labeled "Fresh" is liable to prosecution for misbranding under the Food and Drug Act.

Since time has so much to do with the quality of eggs, labels under the system of Federal grading bear not only the grade but also the date when the grading was done. This date is important, because unless eggs are carefully refrigerated they drop in quality as time goes on.

Size of eggs, too, is important. Every consumer knows what a gamble he takes on the amount of egg in a dozen unless he buys the graded kind. United States Government grades specify the weight and size of the eggs in the top 3 grades. Under present requirements, if "U. S. Specials" and "U. S. Extras" are sold under certificates of quality, or "U. S. Standards" are sold under seals, they are identified as "Large," "Medium," or "Small." "Large" eggs must weigh 24 ounces to the dozen; "Medium" eggs, 20½ ounces; "Small" eggs, 17 ounces to the dozen. Requirements for uniformity of size of eggs within each dozen vary according to the grade. In the case of "U. S. Specials," all 12 eggs must be uniform in size. "U. S. Extras" must be reasonably uniform. "U. S. Standards" may be variable in size. The 12 eggs in a dozen graded "U. S. Trades" may greatly vary.

Services of Government egg graders are available to any egg dealer willing to pay for the small cost involved—about one-fifth of a cent per dozen. Grading of eggs by the Department of Agriculture is done only at the request of shippers and marketing agencies, but consumers can stimulate such requests by letting their dealers know that they want to buy eggs by grade.

When U. S. grades for eggs were first set up in 1923, grading was done in just one market. Even then the portion of eggs that went out from this distribution point with U. S. labels on their cartons was tiny. Grading got its major push in very recent years. Last year's increase brought the yearly total of eggs graded by Federal inspectors up to 84 million dozen. Service now has spread to all major terminal markets. Graders and assistants, to the number of 800, are eagle-eyeing eggs in Washington, D. C., Philadelphia, Boston, New York, Chicago, St. Louis, Los Angeles, San Francisco, Portland, Oreg., Seattle. States where State and Federal governments cooperate include Florida, North Carolina, Indiana, Pennsylvania, Ohio, Michigan, Illinois. Nebraska, Minnesota, Utah. Here graders are at work in many rural shipping points as well as in cities.

Graders are trained at federally supervised schools. It takes a year of experience and training before a man can be sure of doing the job without a hitch. Training, plus the 7 or 8 daily hours of looking behind the eggs' shells, gives a person more insight into egg quality than a consumer ever could have.

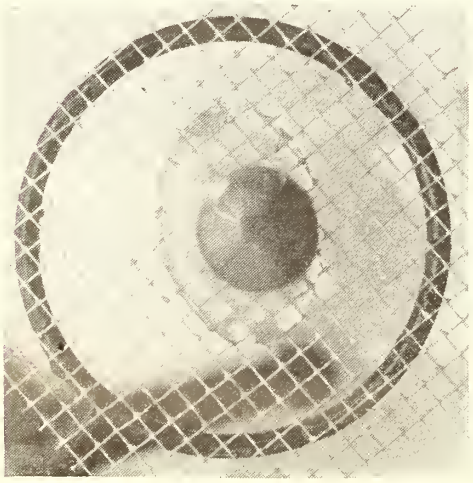
To spot the quality inside an egg, the inspector "candles" it. That means holding the unbroken egg against a strong light. Candling is the closest a human being can come to getting an X-ray of an egg's interior. Candling shows graders how large the air cell inside the round end of the egg is. This gives graders some idea of the age and they can see how firm and clear the white is. They know that the firmer it is the fresher it is. They can look at the yolk, too, and tell by its position, its degree of mobility, its freedom from spots or blemishes, many things about quality and freshness.

Candling, as a method for examining the quality of eggs, is sound as a drum, but some people think that absence of set specifications for candling equipment makes for lack of uniformity. A grader using one kind of candling equipment may see very different things in an egg from the grader using another kind. So far no one whose interests are affected by egg grading has felt strongly enough about this to cause a revision in U. S. grade specifications.

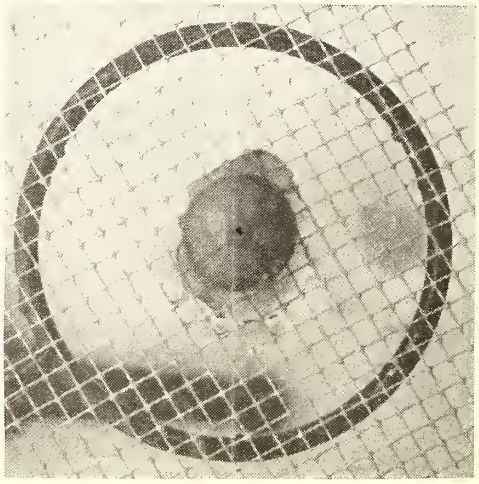
While the volume of U. S. graded eggs has been increasing each year, State graded eggs come to market, too. In 40 States there is egg grading and labeling legislation. Some State grades correspond to the U. S. grades. In other States, grades differ from Federal standards. This makes for confusion, which helps neither consumers nor farmers. Sometimes State grades discriminate against eggs produced outside the State, and consumers again bear the brunt of this discrimination. An egg laid outside of the State of Rhode Island, for instance, may be as fresh when it reaches consumers in Providence as an egg laid within Rhode Island, but the out-of-State egg is not permitted to be labeled as top quality.

Confusions such as this will disappear as fast as producers, handlers, and consumers

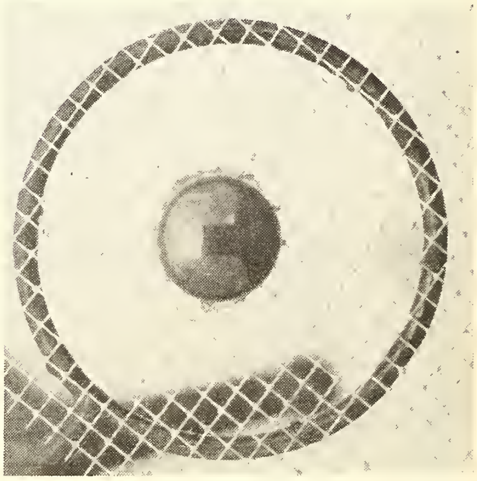
IF the yolk stands up round like a ball, if the white is clear and holds firmly around the yolk, then it is an excellent egg. U. S. Extras, or "Retail Grade A," look like this. Few eggs of the highest grade, "U. S. Specials," are sold.



WHITES begin to thin as eggs step down in quality. Much of the white in this egg was thin enough to slip through the wire mesh. Such an egg would classify as U. S. Standard, or "Retail Grade B."



LOW QUALITY eggs have white so thin that they slip entirely through the wires. An egg graded as U. S. Trade would look like this. Such an egg is suitable for cooking dishes where egg flavor does not count so much.



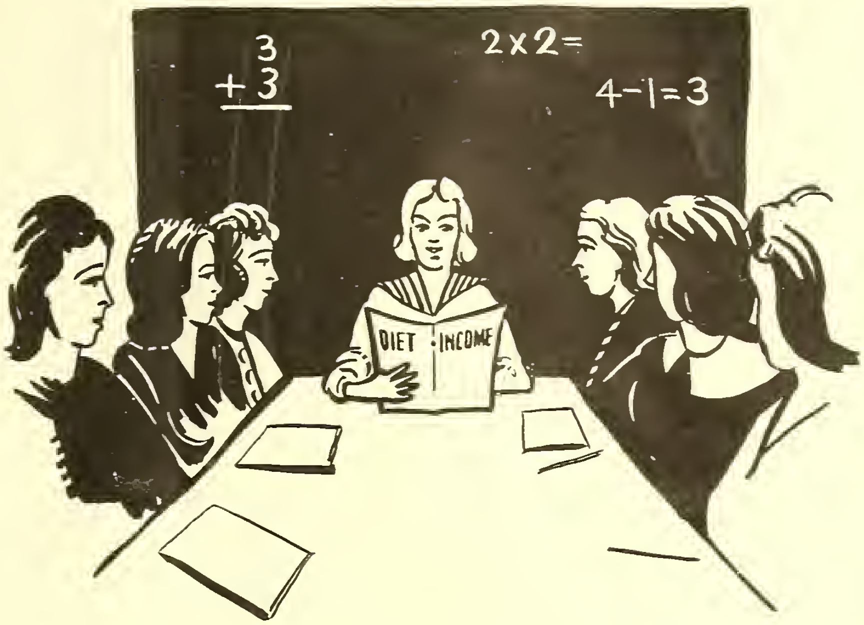
come to realize that all of us live in one big Nation, not in 48 tight little principalities. To insist that grades, which are the language of quality, should differ from State to State is as quaint as to insist that the people in each State should talk a different language.

No official of the Agricultural Marketing Service in charge of United States grading of eggs ever claims a grade is perfect. What AMS does claim is that they are the best grades that can be found at the time they are established, and that when research results or practical experience show how grades can be improved, they will be. When this evidence points to the wisdom of revising standards for grades, then democracy gets to work. Proposed revisions are drawn up. Hearings are held where anyone who has an interest in egg grades can appear and present testimony. The record of such testimony is carefully studied, and suggestions, which are generally acceptable, are incorporated in the proposed revisions. Final step comes when the experts in AMS recommend, and the Secretary of Agriculture issues, a new set of standards.

Right now, AMS is ready to send its representatives out into egg producing and marketing centers to get producer, distributor, and consumer reactions to a proposed revision of egg standards. Dates and places will be set for informal discussions. Consumers who want to know the place and time of these meetings can find out by writing to the Consumers' Counsel, U. S. Department of Agriculture, Washington, D. C.

WHILE CONSUMERS ARE AIRING THEIR VIEWS on egg grades with producers and distributors at these regional meetings, consumer opinions will be probed in another way from Washington. If plans now in the making mature, AMS should have in its files before long a valuable bank of information on the consumer definition of a good egg. Questions about eggs are going to be sent out to a cross section of consumers—north, south, east, and west. From their answers, statistics will be compiled, charts made. The final picture of a good egg which comes out of this process will be presented to the grade revisers. Stacked up beside the opinions of producers, distributors, and retailers it will help put the consumers' point of view into the next standards for U. S. egg grades.

To get posted on existing quality standards, this bulletin is useful: "Handbook of Official United States Standards for Individual Eggs," which may be obtained for 5 cents from the Superintendent of Documents, Washington, D. C.



Have a Care

You can make those food dollars stretch and your food purchases go farther if you learn how to plan and purchase and prepare foods in the most economical ways

MOTHER'S DAY in the Home Economics class began innocently with the mothers proudly watching their daughters prepare lunch, but somehow in the midst of the exhibition one mother got to talking with Miss Wilson, the Home Economics teacher, about her own food problems. Another mother joined in. Then still another asked a question, until, before anyone knew exactly what was happening, there was an open forum on the problem of feeding a family on the food allowance a small salary permits.

One mother came out with something that evidently had been worrying her. "My little boy," she said, "came home with a note from the school doctor the other day saying he was undernourished." Looking around apologetically, she continued, "I thought he was getting everything he needed to eat. He eats all right. I guess it must be what I feed him."

It was about then that Miss Wilson had an idea. "Let's make this a club," she suggested, "a better-diet club, and see if we can't work out ways and means of feeding our families adequately on what we spend now, or on even less."

While lunch was served to the mothers by their daughters, the better-diet club had its first meeting.

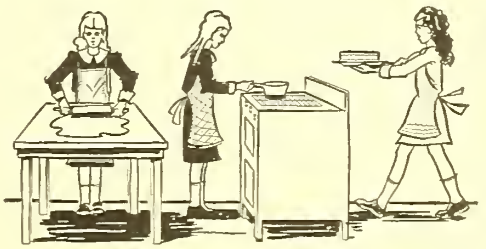
Miss Wilson went to her desk and got a pamphlet. It was called, "Diets to Fit the Family Income." It could be obtained free, she told the mothers, by writing to the Bureau of Home Economics, United States Department of Agriculture, Washington, D. C.

"This is going to be our text," she explained. "It tells what kinds of foods and how much of each kind families of different incomes need each week to get good diets, and it tells you how to get good diets at different costs.

"Take Mrs. Johnson for example. Mrs. Johnson, how many are there in your family?"

Betty Johnson, standing behind her mother, wearing a white apron, giggled at the idea of her mother reciting.

"There are 4 of us," Mrs. Johnson explained, "Betty, myself, my husband, and William. He's 10 years old."



"Good," Miss Wilson said, "and how much do you spend on food a week?" Mrs. Johnson didn't know exactly, but she supposed it was about $10.

"And naturally you hope that you're providing your family with a good diet. Well, let's see what an inexpensive but fully adequate diet consists of according to this bulletin. Here's 'A Minimum Cost Adequate Diet' for 4 people:

"17½ quarts of milk,
"11 pounds of potatoes,
"4 pounds of tomatoes and citrus fruits (that's oranges and grapefruit and lemons),
"7 pounds of leafy, green, and yellow vegetables,
"2 pounds of dried beans, peas, nuts, etc.,
"1½ pounds of dried prunes or other dried fruits,
"7 pounds of other fruits and vegetables,
"16 eggs,
"4½ pounds of lean meat, poultry, or fish,
"15 pounds of flour and cereals (bread comes in here),
"3¼ pounds of fats,
"3¼ pounds of sugar and jams and that sort of food."

There were a lot of questions as soon as that was written down. Each mother wanted to know what should be bought for a family her size.

"If you'd get hold of the pamphlet," Miss Wilson explained, "you'd see that how much and what kind of food your family needs depends upon the number of people, their age, and their sex."

WHEN THAT WAS OVER MISS WILSON BEGAN to talk again, "Now let's try an experiment and see how economically each one of us can feed our families this week, giving them delicious, healthful meals.

"This is what we ought to do. First, each one of us should keep a record of everything we spend for food. A very good way to keep this record incidentally is to use the 'Chart to Record Your Week's Purchases.' You can get it free by writing to the Consumers' Counsel Division, Department of Agriculture, Washington, D. C.

"Then I'm going to suggest that you follow certain buying rules.

"First, at the beginning of your buying week, make out your shopping list for the entire week. This means planning your menus for the entire week, too.

"Once you've made up your shopping list for the week, buy as much as you can of the things you'll need for the week at one time.

"This will enable you to make savings by buying in quantities. For example, when a can of peas is 7 cents, or 4 for a quarter, you can save 3 cents by buying 4 cans at once. You can also make similar savings by buying fresh fruits and vegetables in quantity.

Rule 1, then, is to buy in quantities whenever possible.

"The corollary of Rule 1 is never send your children off to the store to buy 10 cents worth of something. Plan your shopping so it's never necessary to send anyone out at the last minute to buy a nickel's worth of this or a dime's worth of that. Food is usually more expensive that way.

"Rule 2 is buy by weight or measure, not by cents' worth. That is, don't ask for 25 cents' worth of stewing meat. Decide how much you need, and buy that much after you have learned how much it is a pound.

"Rule 3 is watch your weights and measures, and not only the butcher's scales. When there are several different brands of a canned food on the grocer's shelf at different prices, read the label to see how much each can contains, then work our for yourself which is the cheapest can per ounce.

"Rule 4 is cash and carry when carrying for cash is cheaper than charging and sending. For example," Miss Wilson explained, "it's possible in this city to buy a quart of milk at stores for 11 cents. Delivered to the home the price is 13 cents.

"Rule 5 is to look for U. S. Government grades when buying foods, for instance, A–B–C grades for canned foods; Prime, Choice, Good, Commercial and Utility for beef, veal, and lamb; AA (Special), A (Extra), B (Standard) for eggs. For some purposes the middle or lower grades with less eye appeal are as satisfactory as top grades and are equally nutritious. In some stores it is not possible to buy by Government grades. But you can remember then that it is not always necessary to buy foods that look the prettiest.

"Rule 6 is to be versatile when you go shopping. Keep your eyes open for an alternate choice which is cheaper but which serves the same purpose. When pork's a bargain and beef's expensive, don't be rigid about your meal plans. There are many different green or yellow colored or leafy vegetables. Most of them are interchangeable in the diet. Buy those that are good values at the moment.

"Rule 7 is the twin of Rule 6—watch the seasons of foods so you can take advantage of foods that are especially plentiful because that's when they are cheapest.

"Rule 8 is buy in bulk when bulk buying enables you to save the cost of packaging. If such foods as rice, sugar, noodles, spaghetti, dried fruits, are sold in bulk, see how much you can save buying that way."

MISS WILSON STOPPED HER RECITATION AND looked down the table at the upturned faces of her students' mothers. "Are there any questions?"

"Is it all right, Miss Wilson," one mother asked, raising her hand, "if I take notes?" Everyone laughed and Miss Wilson said, "Of course! Jane," she added, speaking to a black-haired girl who had begun to clear away the dishes of the luncheon the students had served their mothers, "Won't you get pencils and paper for everyone?"

"Now," Miss Wilson said, "let me run down the list of these foods in the minimum adequate diet and tell you what I happen to think about each one of them. If anyone has any ideas of her own, I think she ought to tell them to the rest of us. Don't you?"

The mothers all nodded.

"Take meats," Miss Wilson began, "when you buy meat and are trying to economize at the same time, look for the cheaper cuts. They can be cooked so that they're just as tasty as the more expensive cuts and, of course, the lean meat in inexpensive cuts is just as nutritious as lean meat in the more expensive cuts. Then the meat organs are very good and some of them are very cheap. Besides, they provide extra values because of their vitamins and minerals. Beef kidneys you know about, but there is also calf, lamb, and pork kidney. There's heart, too, and tongue, and liver.

"Then at the butcher shop, be sure always to ask the butcher for the trimmings, the bone and the fat he cuts away after he has weighed your purchase. The bone can be used for soups.

"The fat can be rendered and used for shortening or pan-frying."

As Miss Wilson paused, a hand went up at the end of the table. "Miss Wilson, there's something I do to be thrifty with meat." One of the mothers at the end of the table had an idea. "My husband likes the flavor of meat, and I stretch my meat dollar by making meat loaves with meat and bread crumbs, or meat with rice or spaghetti, things like that."

"Of course," Miss Wilson agreed, "you can make meat dishes go much farther by using bread crumbs, stale bread, or other cereals in meat loaves. Then, of course, meat and vegetable stews make your meat go farther, too. A good point to remember in making stews is to cook the meat slowly and for a long time, and the vegetables in the stew a short time. The stew tastes better that way and it's more nutritious.

"Something else you should remember is that the gravy and drippings in the pan should be saved. You can use them to flavor vegetables and soups."

Another woman raised her hand. "If I buy cheap meats, my family won't eat them because they're so tough."

"They don't have to be tough," Miss Wilson commented, "if you cook them right. And that reminds me of another pamphlet you can get free from the Bureau of Home Economics at the United States Department of Agriculture in Washington, D. C. It's called 'Meat Dishes at Low Cost.' By all means write for it."

A question came from another woman. "I can never remember whether you cook meats at high temperatures or low temperatures."

"That's a good question. The most important single rule in meat cookery is to keep the temperature fairly well down, that is moderate, at least most of the time. This is true for stews, pot roast, and all the less expensive meat cuts, as well as oven roasts.

"And another thing it's cheaper to cook foods over the burners on the top of your stove than in the oven. Tender cuts suitable for oven roasting cost more money to buy, and they cost more money to cook, too.

"That's the way I feel about chicken, too. Our food budget just doesn't allow roast chicken," came from the back of the room.

Miss Wilson was ready again. "Oh, but there are good buys in poultry, too. The older birds are often very reasonable. And there's a folder called 'Poultry Cooking' that tells you just how to prepare them. It's free from the Bureau of Home Economics.

"Another important thing to remember is that fish does much the same job at dinner that meat and poultry do, and, sometimes, it's cheaper. So look for good buys in fish any day in the week. Get the habit of cooking fish in different ways, too; you can broil, bake, and stew fish as well as fry it.

"Now milk. Does anyone have any ideas on milk?"

Yes, someone did. A mother, who had been taking notes very conscientiously looked up. "I already do what you said," she reported, "that is, I buy some of my milk at the store for 11 cents a quart. In my family, there are 5 of us, 3 grown-ups, and 2 small children. For everybody to get all the milk he should have at 11 cents a quart for whole milk would break our family bank, so I buy some skim milk, and buttermilk; sometimes I get powdered skim milk from the baking company on my street and use that in biscuits and sauces. Those ways my milk bill costs 75 cents a week less than it would cost, even if I went to the store to buy all whole milk."

"That's excellent," Miss Wilson commented, while the other women nodded. "All I can add is that in your menus you might use evaporated milk, too, when it works out to be cheaper than other forms of milk and cheese. There's a good pamphlet on milk, too. It's called 'Milk for the Family,' and it's free. You write to the Bureau of Home Economics, U. S. Department of Agriculture, Washington, D. C., for it.

"And that brings us down to fruits and vegetables. That's a big subject, so I'll go fast.

"First of all, I wonder if everyone here knows all the different kinds of places where fresh fruits and vegetables are sold. There are farmers' markets, and general markets, as well as the corner grocery stores. I know one market where they sell the tag-end of their stock especially cheap on Saturday night, rather than try to store it over the week-end. It's a good idea to shop around and find out where you can get your fruits and vegetables cheapest.

"Another thing, when you can, get your neighbor to go in with you and buy your apples and oranges, and peaches and tomatoes by the crate or the box or the basket. Then divide up. You'll be surprised at how much you'll save.

"When oranges become expensive, incidentally, tomatoes can take their place in the diet cheaply, particularly canned tomatoes which supply the Vitamin C you need every day at very low cost.

"And don't let the green grocer throw away the turnip and beet tops, or the cauliflower leaves. They contain valuable nutrients. Prepared like other leafy green foods, they make tasty and valuable foods.

"You shouldn't throw away the outside leaves of lettuce either. Save them. If you can't use them in salads shred them to put in soups. There are vitamins there you can't afford to lose. Remember there's good food values in the cabbage hearts and the stalks of asparagus and broccoli, too.

"When you prepare vegetables, save the cooking liquid and use it in soups. There are health-giving vitamins and minerals dissolved in that liquid.

"The liquid in which canned peas and asparagus and lima beans and other canned foods are packed also has food value. Sometimes they can be blended into a vegetable juice to drink just like tomato juice. Or they can be used in soups. They certainly shouldn't be poured down drains.

"Left-over vegetables can go into stews, or they can be folded into omelets.

"There are also a few simple cooking rules to follow in cooking fruits and vegetables which help you get more nourishment and flavor out of fruits and vegetables.

"Don't stir air into fruits and vegetables while they are cooking.

"Never use soda in cooking green vegetables.

"When you boil vegetables bring the water to a boil as fast as possible.

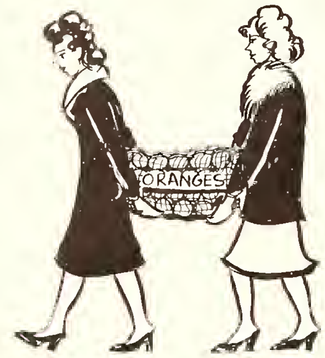
"Use as little water as you can.

"Don't stew or slow-bake fruits and vegetables if a quick cooking method will do.

"For chopped salads, cut up the food just before serving.

"Eggs, now," Miss Wilson went on. "anyone have any ideas on eggs?"

One woman did. She didn't know how important it was, might sound trifling, but she found it useful. When she separated the white from the yolk and had to keep the yolk, she found that by putting 2 tablespoonfuls of water over the yolk she could prevent the yolk from drying out.



Several of the women thought that a very good idea, and they jotted it down.

"I hope no one here wastes money by paying extra for brown or white eggs. You know the color of the shell of an egg tells you nothing about the food value or flavor of the egg."

Some women looked as if they didn't believe Miss Wilson but they didn't say anything.

"The next group of foods we ought to mention," Miss Wilson said, "includes flour and cereals.

"I guess the best suggestion I can make on cereals is to read what this valuable little booklet 'Diets to Fit the Family Income' says.

"It says: 'The kind and form of cereal as well as the amount make a great deal of difference in the cost and the nutritive value of a diet. Any article purchased in packaged form is usually more expensive than the same article bought in bulk. Bulk oatmeal, corn meal, rice, and cracked wheat are among the cheapest forms in which to buy cereals. The ready-to-eat breakfast foods are much more expensive in proportion to weight and to food value than the cereals that are cooked at home.'

"Then it goes on: 'In buying for a minimum-cost diet it is very important, if not essential, to select only cheap and nutritious forms of cereals, part of them whole-grain products. For persons with normal digestion as much as half of the cereals in low-cost diets may well be whole-grain forms, because, in addition to supplying the material for energy, they help to reinforce the diet in some of the vitamins and minerals, especially in iron and Vitamin B_1.'

"There are big words in that, but they are important," Miss Wilson added. "Especially about the whole-grain flour and breakfast foods."

"My mother," a voice began from across the table. Everyone looked around. "My mother came from the Old Country, and one thing she taught me was that it was sinful to waste anything made of grain. Like this," the owner of the voice stood up, "when there are pancakes left over from breakfast I cut them up and use them like noodles in soup. And when cakes or cookies get stale, I heat them in the oven and crumb them and put them in stewed fruits. All stale bread I heat and crumb and mix in meat loaves and things like that. When there's oatmeal left over I fix it with stewed fruit or put it in meat loaf. And it's good." The blond woman looked around diffidently and everyone laughed, encouraging her.

To this, someone else had an addition. "Bread crumbs," she said, "baked with brown sugar and malt make a wonderful breakfast cereal."

"Of course," Miss Wilson said, "some of the commercial breakfast cereals are made that way.

"I guess nobody throws fat away," Miss Wilson began again. "Most people save not only bacon drippings but other drippings as well, and they clear and save the fat they use in deep-fat frying. Then there's only one thing to say, and that's to remember that the fats should be kept in a cool place, preferably in the refrigerator, tightly covered, of course—otherwise they'll get rancid.

"You can buy butter and lard and rendered pork fat and lard compounds in bulk, and they're cheaper that way. There are also all kinds of cooking fats and oils, margarine, and corn oil and soybean oil and olive oil. If you shop around and compare prices you can save money there. I assume none of you has prejudices against one or another oil or fat. When you want to economize, prejudices are expensive things to have."

A hand went up suddenly. "What is rendered pork fat? I never heard of that."

"Rendered pork fat," Miss Wilson explained, "is lower quality pork fat that has been rendered like lard. Up until recently, all rendered pork fats were sold as lard. By July 1, 1941, however, under a recent standard established by the Secretary of Agriculture, what will be offered to you as lard at the store will be the rendered higher quality pork fats. Naturally, rendered pork fat will sell for less than lard. For some purposes, however, you will find it just as satisfactory as lard. Incidentally, there is a very good pamphlet that tells you many things about fats and how to use them. It's called 'Fats and Oils for Cooking and Table Use' and it's free from the Bureau of Home Economics, Department of Agriculture, Washington, D. C.

"Now, let's go on," Miss Wilson went back to reading her pamphlet. "Accessories; that's coffee, tea, cocoa, baking powder, soda, vinegar, salt, and spices.

"Tea and cocoa can be bought in bulk at savings.

"And you ought to remember that coffee and spices lose their flavor if they are kept uncovered. Keep them covered and don't buy too much of them at one time."

Someone had an idea there. "I don't buy a whole lot of spices," a blunt little woman said, "I just buy a box of mixed spices. Then if I need a bay leaf, I fish out a bay leaf; if I need a clove, then I get out a clove. The mixed spices give me all I need of all kind of spices for a nickel or a dime at a time."

"Now finally we have sugar," Miss Wilson said. It was getting late and the women began to stir. "I'll just mention molasses. Molasses contains iron which is refined out of white sugar. And molasses is good on pancakes and in cooking. I suggest that you try it."

Just then the bell rang to signal the beginning of the afternoon session.

"Before we break up," Miss Wilson said, "suppose we agree to meet here again next week, same time. And remember, keep a record of your purchases, remember your buying rules, and make a note of how much you save."

Next week when the mothers assembled again, the first thing everyone wanted to do was to compare savings. Everyone had savings. One woman saved $2 over the week before. Several others had marked up more than a dollar on the fair side of their ledgers.

"But how about your meals," Miss Wilson wanted to know. "Did your families like the meals?"

"Like them, they thought they were wonderful."

"My family said I'd showed real imagination."

"Well," Miss Wilson said, "these savings should be very encouraging."

"It isn't only the money," a woman interrupted. "Of course, I like to get along but it's more than that, it's knowing I'm giving my family a diet that helps to make them physically fit."

Just about everyone in the room nodded at that, for that's the way everyone felt. Of course, that's why what they were doing was important.

U.S. GOVERNMENT SURPLUS FOODS
GRAPEFRUIT
17 FOODS
BIG BARGAINS
ORANGES
35
PEARS
17 FOODS
BIG BARGAINS
U.S. GOVERNMENT SURPLUS FOODS
ORANGES
THIS IS ONE OF THE U.S. GOVERNMENT SURPLUS FOODS
JUICY
APPLES
5/23¢
THIS IS ONE OF THE U.S. GOVERNMENT SURPLUS FOODS
JUICY
GRAPEFRUIT

Answers to Food Stamp Plan Questions

Rochester, New York, was the first city to go Food Stamp Planning. That was in May 1939. Now with more than 250 cities operating this program, agriculture experts survey its methods and accomplishments *

Q. YOU'RE A STAMP PLANNER?

A. No, I've just been talking to people in the Department of Agriculture to find out all I could about the Food Stamp Plan.

Q. Why are you interested in the Food Stamp Plan?

A. Because the Stamp Plan has already proved that it can improve the diets of millions of city families and the incomes of millions of farm families.

Q. I'm interested in people, too, and people's diets. One of the important reasons for the Stamp Plan is that a large part of America is not well-fed. Is that right?

A. If anything, that's an understatement. At least 45 million people in this country are more or less under par because they don't get enough food or enough of the right kinds of food to be robustly healthy.

Q. Under par? Do you mean really sick?

A. In some cases, yes, but in many more cases, just less strong, less able to resist disease, less alert, less efficient than they would be if they had enough of the right kind of food.

Q. You say some are actually sick for want of the right kind of meals. Isn't that overdramatic? An overstatement?

A. Decidedly not. Down in Texas, the Texas Social Welfare Association conducted an inquiry called "The Basic Social Needs Study." They asked the public health officers of Texas counties to report to them on malnutrition.

Q. When was this?

A. The year reported on was 1938.

Q. What was discovered?

A. First, that at least 101 persons had died of starvation in Texas in 1938.

Q. Actually died from starvation?

A. Yes, but this study brings out the fact that while starvation itself may not be the immediate cause of death in very many cases, in a great many cases it is an important contributing factor.

Q. What do you mean by that?

A. In one Texas county the health officer reported that "20 percent of the deaths in this county in 1938 were hastened by a lack of a sufficient amount of food and balanced diets." Another health officer in another county said "Malnutrition has been a contributing cause in approximately 60 percent of the deaths in this county for the last 5 years." A west Texas County Health Officer said, "Lack of a proper diet was a factor in a number of deaths in our county, especially among children of underprivileged families." Perhaps one statement sums up the situation as it was uncovered in Texas. A clinic director reported, "Of the patients examined by the free clinic during 1938, the majority were suffering from diseases that are traceable directly to malnutrition and its complications . . . both children and adults are suffering from the disease of poverty."

Q. ALL THAT MAY BE TRUE, BUT ISN'T IT possible that you are describing a very special situation which isn't general throughout the country?

A. I grant those are startling statements. There are statistics, however, which show just as alarming a picture for the whole country but which aren't so starkly tragic. A study was made of the diets of a cross-section of American families in the year 1936-37. Of American families, 35 percent had poor diets—diets which were deficient in some important factor.

Q. How do you account for that?

A. Well, one major reason is that more than 12 million of America's 29 million or so families in 1935-36 had incomes of less than $1,000.

Q. You mean that isn't enough money to buy food?

A. Many village and city families lived on less than 5 cents a meal. Even those with incomes from $500 to $1,000 had an average of less than 9 cents to spend for each meal for each person.

Q. I've heard that the more intelligent you are the more likely you are to have better meals, more healthful meals, I mean.

A. I'm not sure what you mean. It's quite true that some people have bodies with dangerous hidden hungers because they don't care about what they eat; others don't raise food in gardens when they could produce some of what they need. I suppose you could say it's intelligent to care, and know, and do the things that will give you a good diet.

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* *Based on information contained in "Economic Analysis of the Food Stamp Plan," a Special Report by the U. S. Department of Agriculture, pp. 98. Address: Superintendent of Documents, Washington, D. C. 20 cents a copy.*

Q. What I meant was that it isn't all a matter of having enough money to buy safe meals.

A. You're right, there. It takes planning and buying and preparing and conserving foods carefully, too. But, of course, if you have to buy what you need, you have to have money to buy. And millions of families haven't been able to get jobs that pay enough to buy the right kinds of foods.

Q. You wouldn't say then that malnutrition is just a case of not getting *enough* food to fill up your stomach?

A. I should say not. It is much more a matter of not getting enough of the right kinds of foods.

Q. What are the right kinds of foods?

A. Well, the most important ones to keep your eye on are called protective foods. These are foods which contain crucially important nutrients which cheap diets are most apt to be short on.

Q. For example?

A. Milk; leafy, green, and yellow vegetables; eggs. They enrich diets with calcium, Vitamin A, riboflavin, and high quality proteins.

Q. I like meat, and so do most people. Isn't meat what you call a protective food?

A. Many times it is.

Q. What do you mean, many times?

A. Just that in some areas diets of low-income people often are short in pellagra preventives. Lean meat is protective against pellagra because it is rich in nicotinic acid. It has proteins that have excellent value, too.

Q. What about cereals?

A. Well, if you buy cereals which aren't too refined they'll give you some of the vitamins you need, too.

Q. And you would say the diet of America is deficient in protective foods?

A. Yes. There is need for at least 10 to 20 percent more milk, 10 to 25 percent more butter, 25 to 70 percent more tomatoes and citrus fruit, and twice as much more leafy, green, and yellow vegetables.

Q. For America as a whole?

A. Yes.

Q. AND WHAT HAPPENS BECAUSE WE DON'T have as much of these foods as we need?

A. People get sick, and even when nutritional diseases do not kill anyone, or even put people in bed, they lower working efficiency, lower the body's resistance to infection, and reduce human happiness to a low ebb. In addition, for every person with an outright deficiency disease, there are scores, perhaps hundreds, who are not as fit as they should be, and who do not have as much natural resistance to disease as they might because of a poor diet.

NUTRITIONAL deficiencies don't ordinarily strike people dead; they reduce the level of vitality, lower the living, thinking, working, and enjoying capacities of a people.

Q. THAT'S INTERESTING, BUT HAVEN'T WE gone miles from the Food Stamp Plan?

A. No, we haven't. The chief difference between a poor diet and a good diet is in the protein, the minerals, and the vitamins each provides. The Food Stamp Plan, by getting more dairy products, eggs, fruits, vegetables, and lean meat to Stamp Plan families, is helping to protect them from illnesses.

Q. Is there any proof that the Food Stamp Plan does that?

A. Yes there is. The Bureau of Home Economics conducted a study out in Dayton, Ohio, where the Food Stamp Plan is in operation.

Q. What kind of study?

A. The diets of 2 groups of families, each with approximately the same income, were checked—families using the Food Stamp Plan, and families that weren't using the Food Stamp Plan.

Q. Which group of families purchased most food?

A. The Stamp Plan families.

Q. How much more did they get?

A. They not only had more to eat, but they had more of the right kinds of foods. For example, Dayton's Stamp Planners had 40 percent more eggs, 51 percent more butter, 6 percent more grain products, 37 percent more fresh vegetables, 29 percent more dried beans, 45 percent more fresh fruits including tomatoes, 214 percent more dried prunes.

Q. NUTRITIONALLY, WAS THE DIFFERENCE in the diets between these Stamp Planners and nonplanners important?

WHEN YOU LOOK at farm prices, there is a farm "surplus." When you look at the needs of America's people the surplus disappears. If America ate as much as it should, farmers would have to produce 10 to 20 percent more milk, 10 to 25 percent more butter, twice as much leafy, green, and yellow vegetables. The Food Stamp Plan helps some city families get more food and helps farmers get more income.

A. Very important. The group of Stamp Planners just mentioned got 19 percent more food energy than the non-Stamp Planners, 9 percent more protein, 8 percent more calcium, 12 percent more iron, 32 percent more Vitamin A, 11 percent more Vitamin B_1, and 16 percent more ascorbic acid (Vitamin C).

Q. Was there any important lack in the diets of the families who did not use the food stamps?

A. Yes. The non-Stamp Planners need additional amounts of Vitamin A. You see, the Stamp Planners got extra Vitamin A from the butter and eggs they were able to buy under the Stamp Plan.

Q. Would you say that the diets of the Stamp Plan families are now up to par?

A. No, I'm sorry to say. There is still room for improvement. Both groups of families need more calcium in their diets. The best source of this nutrient is milk. Certain types of green vegetables help, too.

Q. Is anything being done to correct that situation?

A. Oh yes. In some cities, 5-cent-a-quart relief milk and penny-a-half-pint school milk, which are both Surplus Marketing Administration projects (the SMA in the U. S. Department of Agriculture is the Stamp Plan agency), are aimed at that problem. Then many consumers working by themselves are trying to get more milk.

Q. NOW, I'D LIKE TO KNOW JUST WHAT the Food Stamp Plan is?

A. It's a device to raise farm incomes by giving consumers more money to buy the foods farmers grow, and to raise the health standards of Stamp Plan families by giving them the power to purchase foods they otherwise can't afford to buy.

Q. It isn't an entirely new distribution system is it?

A. You're right, it's not. It uses the distribution system we now have, the grocers, the wholesalers, the trucks and trains, the workers, and the country shippers who are already engaged in the sale and distribution of foods for ordinary sale.

Q. Then the Government doesn't buy foods for these Stamp Plan families?

A. Not for Stamp Plan families. It gives extra food purchasing power to these families.

Q. By purchasing power, you mean cash?

A. No, stamps. Food Stamps.

Q. NOW WE COME TO IT. WILL YOU PLEASE be very exact in describing the Stamp Plan?

A. Under the Stamp Plan, low income families getting public assistance are permitted to buy orange stamps to the value of the money which the family ordinarily spends for food. They can buy as much as $1.50 worth per person each week.

Q. What good are these orange stamps?

A. The orange stamps may be spent in any grocery store for any food.

Q. Why should people buy orange stamps when with the same money they could buy food for cash?

A. Because if they buy orange stamps, they are then entitled to get a certain number of free blue stamps. The number of free blue stamps given out varies, but by and large, families get free blue stamps to half the value of the orange stamps they buy.

Q. What can these people do with the blue stamps?

A. They can exchange blue stamps for any food which the Secretary of Agriculture has designated as a "surplus" food.

Q. You mean that in purchasing these so-called "surplus" foods the blue stamps are just as good as cash?

A. Precisely.

Q. What happens to families who can't afford to purchase orange stamps in order to get free blue stamps? Lots of those people need food, too.

A. In some cities and States where relief payments are so low families can't afford to buy orange stamps, blue stamps are given to them. In other cities where families get their relief in the form of vouchers which are good for the purchase of food at grocery stores, these vouchers serve the same purpose as orange stamps.

Q. WHAT FOODS CAN BE PURCHASED WITH blue stamps?

A. The list of "surplus" foods changes from season to season and, in the case of some locally grown foods, from area to area.

Q. Granting that, what foods have been or are now on the surplus list?

A. This month, December, there are these foods: Irish potatoes, onions, cabbage, apples, pears, oranges, grapefruit, dried prunes, raisins, dried beans, butter, eggs, pork, lard, corn meal, hominy grits, rice, wheat flour, whole wheat (graham) flour.

Q. By what authority does the Department of Agriculture operate the Stamp Plan?

A. The Surplus Marketing Administration which is a part of the Department of Agriculture administers the Stamp Plan. It does so under authority of Section 32 of a law first passed in 1935 and which has been amended subsequently.

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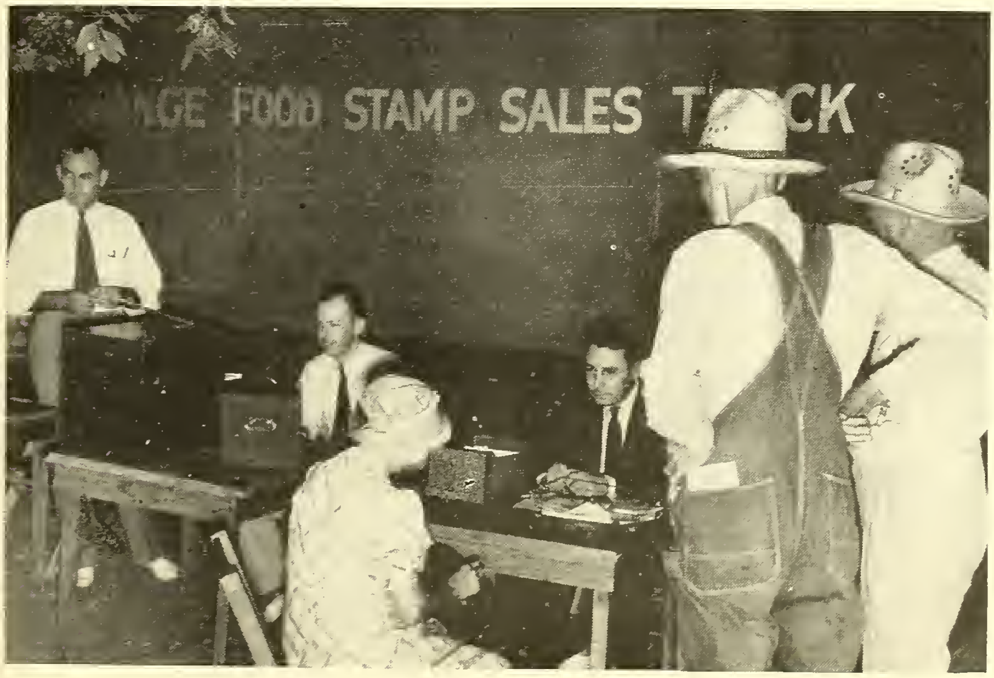
IN Pottawattomie County, Oklahoma, the Food Stamp Plan hits the highways where county relief families can come to buy their orange stamps. Blue stamp bonuses equal to half the value of the orange stamps purchased are given free. In Shawnee, the county seat, families go to the welfare offices for their stamps.


GE FOOD STAMP SALES T CK

Q. What does this Section 32 say?

A. It's rather long but the relevant clauses say "There is hereby appropriated for each fiscal year . . . an amount equal to 30 per centum of the gross receipts from duties collected under the customs laws . . . Such sums shall be . . . used by the Secretary of Agriculture only to (1) encourage the exportation of agricultural commodities or products . . . (2) encourage the domestic consumption . . . by increasing their utilization . . . among persons in low income groups . . . and (3) reestablish farmers' purchasing power . . ."

Q. I suppose the Stamp Plan comes under No. 2?

A. Partly. It also comes under No. 3.

Q. How long has the Stamp Plan been operating?

A. Since May 16, 1939.

Q. To how many places has the plan been extended?

A. By December 15, 1940, to 250 places.

Q. How many persons was it serving?

A. Between 2,500,000 and 2,800,000 people.

Q. What will be the value of the blue stamps distributed this December?

A. About 6½ million dollars.

Q. ONE OTHER QUESTION, IF YOU DON'T mind. I have heard that nutrition is somehow related to national defense. Could you tell me how?

A. Defense basically is a matter of productive efficiency. With 45 million persons so poorly fed that they can't work efficiently or live healthfully, the problem of feeding them becomes one of the crucial defense problems, if only to attain our greatest productive efficiency.

But then there is an even more direct relationship. Many of the young men reporting under the Selective Service Act are being rejected for service after physical examination. There is no doubt that some of these rejections trace back directly to the fact that too many Americans live below the safety line nutritionally.

Q. Suppose I lived in a city where the Food Stamp Plan was not operating, how would I go about trying to get it?

A. Write to the Surplus Marketing Administration, Washington, D. C., and they will tell you whether it is possible to start the Plan in your city. They are extending the program as far and as fast as their funds permit.

Q. Thank you very much.

A. Not at all.

Milk Glossary for Consumers

PART V

Down through the D's of the Milk Glossary where terms consumers use in dealing with milk problems are explained *

D

DIRECTOR OF MARKETING. Directing and coordinating officer of the United States Department of Agriculture in charge of all marketing activities.

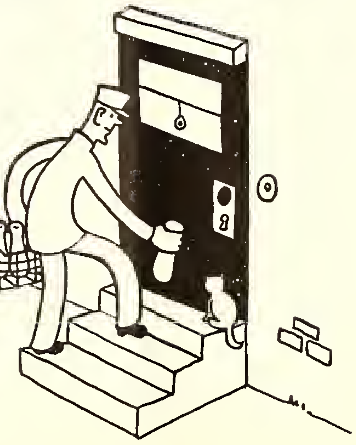
The Director of Marketing has the task of gearing together the various agencies in the Department of Agriculture dealing with marketing. It is also his job to key these activities in with those of other Federal and State agencies. Agencies dealing with milk which come under the general coordinating supervision of the Director of Marketing are the Surplus Marketing Administration (which includes the agency in charge of milk marketing agreements and orders), the Bureau of Home Economics, Bureau of Dairy Industry, and the Consumers' Counsel Division.

DISEASES. (See also Bureau of Animal Industry.)

Each year there are from 30 to 50 outbreaks in the United States of milk-borne diseases. Among the diseases which can be transmitted through milk are tuberculosis, typhoid fever, scarlet fever, diphtheria, septic sore throat, and undulant fever.

Health officers say that the surest way to make milk absolutely safe is to pasteurize it. They recommend that all milk be pasteurized or boiled.

DISTRIBUTORS (handlers). Those engaged in the receiving (collecting milk from farmers), processing (pasteurizing and bottling), and distribution of milk. Most of the time these functions are commercial undertakings, though in some cities cooperatives perform this service. In one American city, Tarboro, North Carolina, there is a city-owned milk distribution system. The milk distributor is one of the few food processors who takes the raw product from the producer and performs all the intermediate services necessary before turning the finished product over to the consumer.



Distributing (handling) milk takes roughly 50 percent of the consumer's milk dollar. In particular cities, however, the cost of handling varies. In Washington, D. C., the retail price of delivered milk is 14 cents. Of this 14 cents the farmer receives 7.5 cents while the milk distributor receives 6.5 cents. In St. Louis, a quart of milk delivered to the home costs consumers 12.5 cents. Of this the farmer gets 5 cents while the distributor collects 7.5 cents.

Milk is sold, also, in half-gallon and gallon containers in St. Louis. When consumers buy milk in half-gallon containers they pay 23 cents for the half gallon, or 11.5 cents a quart. Under this arrangement farmers still get 5 cents a quart while the sale in quantity enables the distributor to cut his margin to 6.5 cents.

Milk sold in gallon containers costs consumers 42 cents a gallon, or 10.5 cents a quart. Again the farmer's share stays at 5 cents a quart while the distributor has a margin of 5.5 cents.

St. Louis' experience demonstrates what many consumers believe: That immediate opportunities exist in the cost-of-distribution sector for milk economies.

But, while handling charges are regarded as excessive by some, this does not mean that an individual dairy is directly to blame for the excess costs. It is not the fault of a particular dairy that it must maintain costly duplicating delivery facilities in order to compete for patronage with other dairies in the city. Extravagant handling costs also arise, without any blame attaching to individual dairies, out of the necessity for each dairy to maintain plant facilities which needlessly (in terms of milk need but not in terms of the com-

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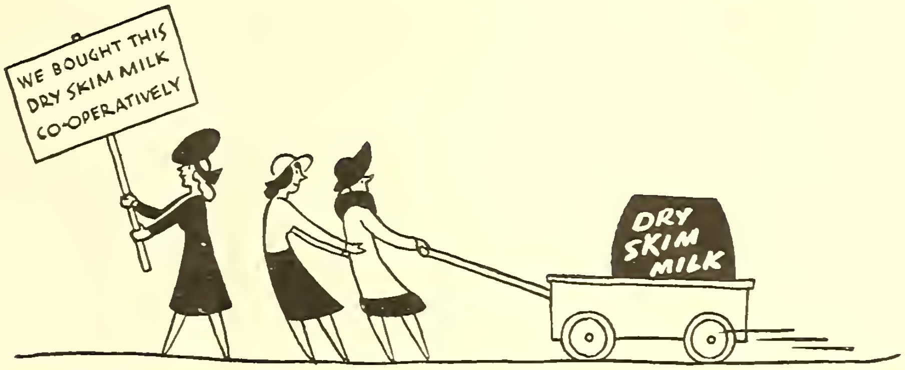
* *Earlier instalments appeared in* CONSUMERS' GUIDE, *August, October 1, October 15, and November 1, 1940.*


WE BOUGHT THIS DRY SKIM MILK CO-OPERATIVELY
DRY SKIM MILK

petitive milk distribution system) duplicate plant facilities of other dairies, none of which is run at capacity. The same costly parallel services are extended into the country for the purpose of picking up milk from the milk producers' farms.

In certain cities, however, charges have been made that even though milk distributing companies have grown to such a size that they dominate the market and are able to install economies, still no economies have been forthcoming.

Milk handling charges (which are roughly the spread between the price paid the farmer and the price charged the consumer) not only pay for the cost of receiving milk from farmers, chilling it, testing it, pasteurizing it, bottling it, and delivering it. These charges must also pay for salaries of milk company officials, for plant (land, buildings, and equipment), wages of workers, maintenance of trucks, other transportation charges, for advertising, and occasionally for unprofitable ventures in fields outside of the distribution of milk.

Besides the commercial companies there are 3 types of cooperatives which receive, process, and distribute milk. (See Cooperatives.) They are:

(1) Farmers' cooperatives which process and distribute milk produced by member farmers.

(2) Farmer-consumer cooperatives (there is only one of these) which are jointly owned by farmers and consumers.

(3) Consumers' cooperatives which buy milk from farmers, just as any commercial milk company does, but which are operated by and for consumers. These cooperatives usually operate on Rochdale principles: one member—one vote, dividends based upon patronage, limited return on invested capital, and membership open to all.

From time to time it has been proposed that the functions of the distributor or handler should be taken over by a municipally-owned and operated agency. A study made in Milwaukee indicated that much waste, which is necessarily a part of the present method of handling milk, could be eliminated by municipal milk distribution. Duplicating plant and delivery facilities, it is suggested, would be made unnecessary. Such a municpally-owned milk distribution system has not been tried out in any large American city.

DRY SKIM MILK. A product made by evaporating water from fluid skim milk. The standard of identity established for dry skim milk under the Federal Food, Drug, and Cosmetic Act of 1938 defines this product as the food obtained by drying sweet skim milk. It declares that dry skim milk must not contain more than 5 percent water.

One hundred pounds of an average batch of dried skim milk contains:

49 pounds	of milk sugar
9 pounds	of milk minerals
37 pounds	of milk protein
4 pounds	of water
1 pound	of butterfat

When mixed with 3¾ cups of water, 3½ ounces of dry skim milk is the equivalent of a quart of fresh fluid skim milk. A quart of reconstituted skim milk plus 1½ ounces of butter is the approximate dietary equivalent of a quart of fluid whole milk.

Since dried skim milk contains very little fat (that's what's skimmed out) it has the best keeping quality and the lowest price of any of the dried milk products.

A product whose use could be greatly expanded with benefits to both farmers and consumers, dry skim milk is a particularly valuable addition to the diet of low income families. It supplies protein, minerals, milk sugar, and Vitamin G (riboflavin) at very low cost. However, it does not contain 2 vitamins for which fresh milk and butter are prized, Vitamins A and D.

Dietitians urge families to use dry skim milk in any dish that calls for milk. They also triple-star it for use to increase the nutritive content of bread and other baked foods, vegetable dishes, soups, and desserts. To supply the demands of child bodies for calcium, dietitians suggest it may be added to the fresh fluid milk given children. About ¼ to ⅜ of a cup of dried skim milk may be added to a quart of fresh whole milk without changing the taste or the consistency of the milk.

Dry skim milk's concentrated low cost food value has been recognized by institutions and welfare agencies which use it to provide diet insurance wherever people have to be fed with limited amounts of money. The Surplus Marketing Administration (Federal Surplus Commodities Corporation) has made millions of pounds of dry skim milk available to families receiving public assistance and to children in schools where free hot lunches are provided.

The Bureau of Home Economics has issued a pamphlet containing recipes which use dry skim milk to best advantage. Copies of this pamphlet may be obtained free by writing to the U. S. Department of Agriculture, Washington, D. C.

Consumers who have learned to use and like dry skim milk have reported some trouble in buying the product. Originally it was claimed by milk processors that dry skim milk could not be packaged for sale to consumers because it caked when exposed to air. When distribution of dry skim milk was undertaken on a large scale by the Surplus Marketing Administration, this agency. with the cooperation of the Bureau of Dairy Industry, devised a paper package which solved this problem. Dry skim milk has been sold by manufacturers to bakeries and similar establishments in large quantities for many years.

Where grocers do not handle this product even after it has been asked for, it may sometimes be obtained from local bakers and ice-cream manufacturers in small quantities.

Dry skim milk may be bought most cheaply in 25- and 50-pound containers. While no one family could buy any such quantity, it is feasible for a group of families to pool together to make the purchase.

Since dry skim milk does cake on exposure to air, it should be kept in a tightly covered container.

DRY WHOLE MILK. Fresh whole milk from which most of the water has been evaporated. Under a definition of the Food and Drug Administration, dried whole milk must contain not less than 26 percent milk fat and not more than 5 percent water. A pound of this product which is now packed in sealed containers that prevent the fat from turning rancid, is the nutritive equivalent of 3½ quarts of milk. By adding 3½ cups of water to 4½ ounces of dried whole milk, a milk is obtained which looks like fresh whole milk and which has all of its nutrients except the small amounts of Vitamin C (ascorbic acid), fresh whole milk contains.

Bottleneck Busters

Farmers' incomes as well as the Nation's health have a stake in the quantity of milk consumers buy. Here is a summary of the economies in milk purchases offered consumers in many cities

ONE OF THE FOODS Americans get too little of is milk.

The reason most Americans don't get enough milk is that most people can't afford as much of it as they need.

That's why one event these days is important. That's the exploration people are making into ways of cutting costs of distribution and passing the savings on to consumers.

A survey just completed by the Consumers' Counsel Division records some of the results of this exploration.

Filled in questionnaires have been collected from more than 250 American cities in an effort to find out what is being done to turn America's milk deficiency into an American milk sufficiency.

These questions were asked to bring out the details of the milk situation:

What is the retail price per quart of milk of the grade most commonly used in your city?

What's the cash-and-carry price at the store?

What's the cheapest price at which milk can be bought in your city?

Is milk in your city sold in containers larger than a quart?

If larger than 1-quart milk containers are used, are they used for home delivery or for store sales?

What's the price of milk in the large containers?

Is there any difference in the price of milk sold in large containers for home deliveries and at the store?

Is a reduction in price given for additional quarts of milk on the same delivery?

If a reduction in price is given, what does the first quart of milk cost? The second? The third? The fourth? The fifth?

Are there other ways a reduction in the price of milk can be obtained by purchasing in quantity?

If there are other quantity discounts, how much milk must you take to earn it?

How much can be saved?

To obtain the quantity discount, is it necessary to buy a stated amount of milk each day, each week, or each month?

Are there any other ways consumers are getting milk at less than the current retail price?

Do consumers get milk cheaper by buying it at the pasteurizing plant?

Do consumers who buy double-solids milk (fresh milk from which a good part of the water has been evaporated) get it any cheaper than the equivalent whole milk?

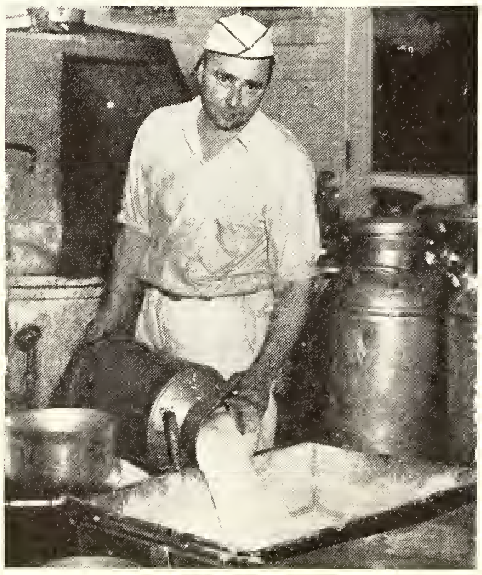
Can price reductions be obtained by having milk delivered every other day instead of every day?

Is fluid skim milk being sold? If so, how? What price is charged for it?

Such questions as these can stand rereading several times. In a way they are as typical of America as the storage battery and electric light and motion picture Thomas Edison invented. They suggest some of the ingenious devices Americans have thought up to get more milk at less cost.

There wasn't time or money enough to go behind the reports of what was happening on the milk front to see what effect these devices are having on actual living, working human beings. Interviewers and investigators were not sent out to talk to mothers about the health of their children after they got more milk. Nurses couldn't be sent around to weigh children, and doctors couldn't be sent out to make periodic examinations. But make no mistake about it, anything someone thinks up to reduce the price of milk is important, as important as the discovery of a new medicine. Milk, consumed by families in adequate amounts, after all, may make doctoring unnecessary sometimes.

In the 250 cities from which answers to the Consumers' Counsel questions were received, the lowest prevailing price paid for whole milk was 8 cents per quart. The highest price, 17 cents per quart, was reported in a city in Florida, where the reporter made a rueful comment, "This extremely high price of milk causes many families to do without whole milk, and most families use canned milk extensively."



First thing some families think about when the delivered price of milk is too high is: Can we pay cash for the milk, go get it ourselves, and make a saving that way?

Out of 228 cities, the answer was "No" in 129. In the remaining 99 cities the answer was "Yes." Buying milk the cash and carry way meant a possible saving per quart of:

One cent in 44 cities.
Two cents in 27 cities.
Three cents in 15 cities.
Four cents in 9 cities.
Five cents in 2 cities.
Seven cents in 1 city.
Eight cents in 1 city.

These are called "possible" savings because not all the come-and-get-it milk in all these cities was priced lower than delivered milk. Fact is in only 94 of the 228 cities were all of the prices on store milk lower than on delivered milk.

You can't expect a statistical report to make a speech, but sometimes a statistic suggests a question or 2 that might be asked. Consumers who live in cities where there is no cash-and-carry differential might ask why. In other cities, consumers might ask whether or not the cash-and-carry differential actually represents the savings which cash and carry permits.

Milk is important to all families, but the price of milk begins to stick in your throat when there are 2, 3, or 4 children in the family who need milk and you want to make your food money cover 3, 4, or 5 quarts of milk a day, as well as all the other foods you need. Then milk can be a problem. Under that circumstance, the person who takes his bottles of milk in off the doorstep is likely to ask himself, wouldn't it be cheaper if the milk in these 4 or 5 bottles were put into one big container, say a half-gallon or gallon container?

This survey revealed that milk was offered for sale at reduced prices in multiple quart containers in 93 cities. In 41 cities, milk can be bought in 2-quart containers; in 52 cities milk can be had in gallon containers, and in all of these cities some savings were passed on to consumers. (In another 3 cities, dairies using the large-size containers passed no savings on to consumers.) These savings per quart were reported:

One cent or less in 15 cities.
Over 1 to 2 cents in 36 cities.
Two to 3 cents in 23 cities.
Three to 4 cents in 10 cities.
Four to 5 cents in 9 cities.

From an Ohio city along with the report on multiple-quart containers, came a comment. "We feel we are very fortunate in regard to milk in our community. The milk sold in quarts and gallons is the same quality milk, but by using the gallon container, getting milk only as often as needed per week, one gets excellent milk at 30 cents per gallon."

ANOTHER THING THAT POPS INTO THE head of people who must pay milk bills is, why couldn't the dairy reduce the price of milk if I take more than one quart of milk at a time? The logic is obvious; the big delivery cost in milk is for the first quart. Delivering 2 quarts at the same time doesn't cost twice as much.

Different ways of allowing "discounts" on quantity purchases showed up. One of these is to allow a discount on all quarts purchased provided families buy more than one. In this system, savings range from a half-cent a quart all the way up to 3¾ cents a quart. The most usual saving, however, is 2 cents a quart. This saving can be effected in 12 cities.

If 2 quarts of milk or more are bought at one time, 6 cities give a discount.

If 3 quarts of milk or more at one time, 9 cities give discounts.

If 4 quarts or more are bought, 30 cities grant discounts.

In 16 of the cities in the survey, one price is charged for the first or sometimes for the first 2 or 3 quarts of milk you buy, while a reduction is allowed for each additional quart of milk on the same delivery.

In a Texas city, for example, the first 3 quarts of milk cost 12 cents each, while the 4th, 5th, 6th, and 7th quarts of milk come at 10 cents. A family buying 8 or more quarts gets these additional quarts for 9 cents each.

In a large metropolitan city in the East, the first quart of milk sold at 14½ cents (when the report was made) while extra quarts on the same delivery from some dealers cost only 12½ cents.

Another form quantity discounts take is an allowance of some reduction in the price per quart if a stated amount of milk is taken over a definite period of time. A discount is allowed in a Connecticut city if you buy 21 quarts of milk weekly; in a Missouri city if you take 7 gallons weekly; in an Alabama city, if you take 100 quarts of milk per month. In all, this practice was reported in 10 cities.

EVERY-OTHER-DAY DELIVERIES OFFER SAVings to milk consumers in 4 cities. In these 4 cities consumers, by arranging to take enough milk at one time to do for 2 days, are enabled to make savings of 2 cents per quart of milk in 3 cities and of 1⅔ cents in one city. To get the discounts in 2 cities families have to take at least 4 quarts of milk at one time; at least 3 quarts of milk at one time in one city; at least 5 quarts of milk on the every-other-day delivery in the other city.

Energetic consumers in 23 cities carry the logic of cash-and-carry just as far as the logic will go. They turn up at pasteurizing plants, sometimes with their own containers, to take advantage of the savings this practice offers.

In some cities the price at the milk plant is the same as the cash-and-carry price in a store. In other cities, savings of 4½ cents per quart of milk are possible.

In a Missouri. city, if you buy 4 quarts of milk at the plant you get your milk at a saving of 2¾ cents a quart, and besides you get a quart of skim milk thrown in.

In 3 cities only raw milk (unpasteurized) is sold at the plant at a discount. The savings are there but the consumers who take advantage of them either have to boil their milk before using it, or take a chance of getting unhealthful milk.

RECORDS FROM OTHER CITIES SHOW HOW persistently, and sometimes hazardously, families press for the milk they need and want. From one city in Kansas came this report, "Considerable quantity bought at small dairies outside city limits at 30 cents a gallon (35 cents at pasteurizing plant). Milk not inspected but poor families take the risk."

Virtues of fluid skim milk have been striking more and more consumers recently. In 35 cities, reports indicate, consumers have awakened to the fact that skim milk contains the same important milk minerals, proteins, and some of the vitamin values that come in fluid whole milk. Because dairies tend to regard skim milk as waste and too few consumers know the values in skim milk, milk in this form is a bargain in most of the places where it is sold.

In most cities skim milk is sold to consumers at 10 cents a gallon. Consumers in some cases have to go to the dairy plant to get it, however, and in a few cases they have to carry along their own containers.

Skim milk is sold by the gallon in 18 cities. In some places it can be bought in half gallons, and, in a few places in quart containers. When skim milk is sold by the quart its price, sometimes delivered and sometimes at the store, is from 4 to 8 cents per quart, with the average price per quart 6 cents.

In one city skim milk is given away free to "needy families and former customers."

MOST UNIQUE REPORT OF ALL CAME FROM a suburban community in the East:

"Milk club of 200 to 300 members submits bids to dairies and gets low prices; 5 or 6 hundred quarts daily."

So the record ends. But this is an account of possible savings in milk purchases in only 250 cities of the country. If there were time to cover every community, even more examples might be found. Doing that, however, doesn't have to wait on a survey by the Consumers' Counsel. Any consumer group can search for such facts in its own town. It can check over the list of questions at the start of this story or it can write to Consumers' Counsel and ask for a question sheet on which the answers can be written down.

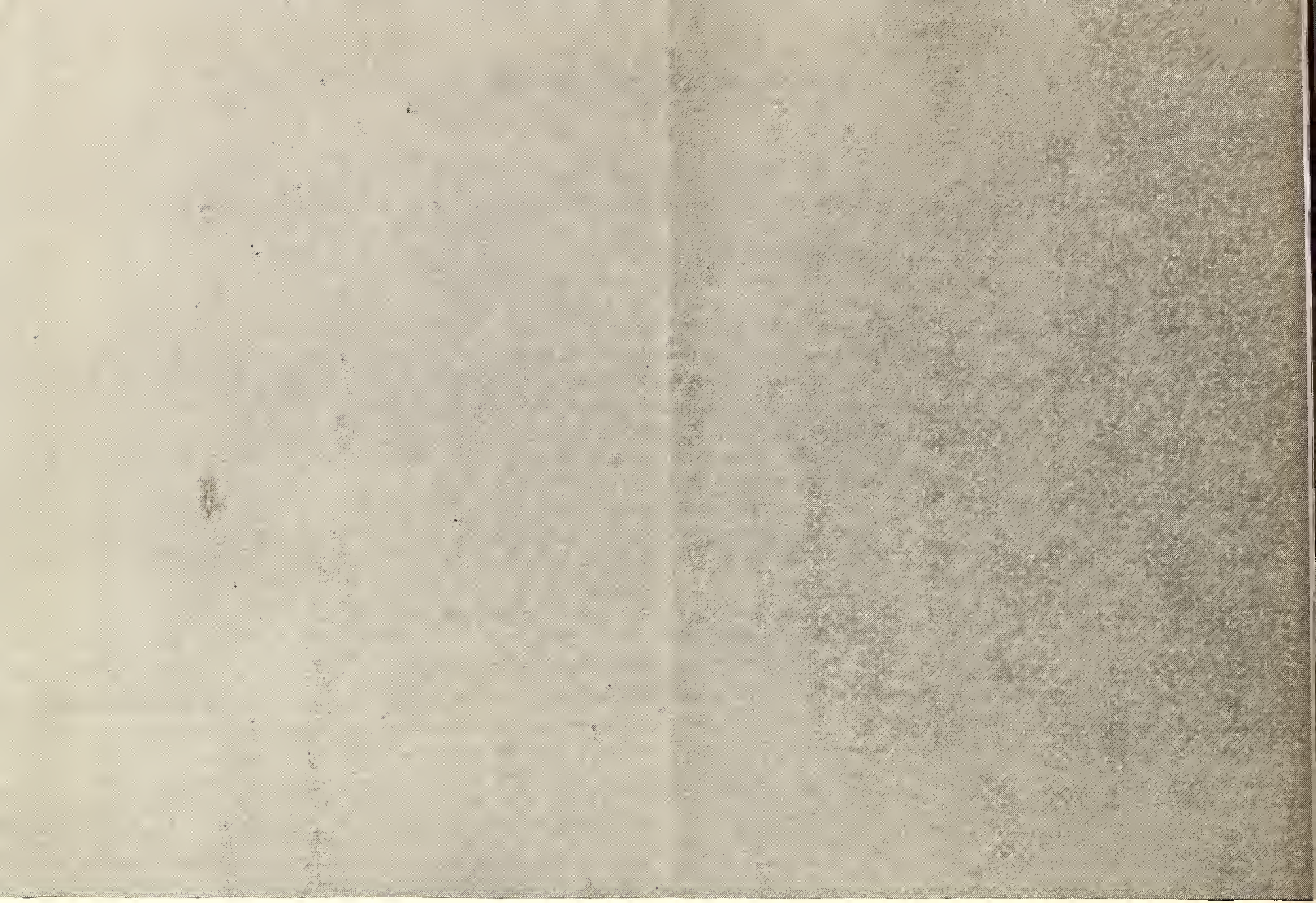
More important, even, than learning what economies are possible is telling other consumers about them. Here, again, is a job for consumer groups who give a care about getting more milk to more people. And it would be a strange kind of consumer group which doesn't give much of a care.

"ONE ESSENTIAL COGWHEEL in our democratic governmental machinery is the economic interest-group organization. The interest groups manage to keep things on a fairly even keel for large numbers of citizens who can make their voices heard.

"But the disadvantaged in agriculture must be heard. Their voices lack the megaphone of a group organization and so are heard only faintly. . . . It is frightening to think about the harm that will be done our democratic ideal within the next 2 generations if health and education and opportunity and a place in the regard of their fellow citizens is not soon granted them more generously.

"It is just common sense to double our effort to make democracy work on the low-income agricultural front."

CLAUDE R. WICKARD,
Secretary of Agriculture.



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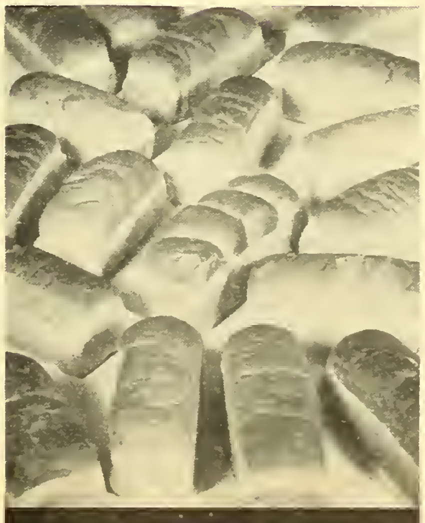

BREAD

FOOD SUPPLIES

CONSUMERS' GUIDE

DECEMBER 16, 1940 VOLUME VII, No. 6

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IF YOU were handed a quart of nickel milk and told that it was a modern invention designed to contribute to the health and well-being of America you would probably look at it and fail to see anything unusual about it. If you tasted it, you would find it tasted like the milk you ordinarily drink. That would be natural because nickel milk is milk of the same quality that is ordinarily sold in Boston, Chicago, New Orleans, and Washington, D. C. The same sanitary precautions that are taken in the processing of ordinary milk are taken with nickel milk. After learning that, you would want to know what makes nickel milk an invention if it is just plain ordinary everyday milk.

The answer is that it sells for a nickel a quart. That's special, extra-special, because it sells for a price which families, getting their incomes from public relief agencies and the WPA, can afford to pay.

THE INVENTION IS IN THE NICKEL.

The machinery of nickel milk is a simple working arrangement between the dairy producers and the milk distributors in a milk shed, public welfare agencies, WPA, and the Surplus Marketing Administration of the Department of Agriculture.

In the 4 cities where nickel milk is sold—all of them are cities where producer prices for milk are regulated by the Federal Government—dairy producers supply milk to the nickel milk program at a price that is less than that charged for milk sold regularly, but higher than the price for milk which is used in manufacturing dairy products. Milk distributors contract to pasteurize this milk, cool it, bottle it, and deliver it for use by relief families. The Board of Public Welfare certifies the families that are eligible to buy the milk, and specifies the maximum amount of milk each family is permitted to buy; these are families receiving or eligible to receive public assistance.

Offer an invention to someone and the first thing he wants to know is, does the invention work? Do families buy more milk if they can get it at this low price? The Bureau of Home Economics has gone in search of the answer to that question in Washington, D. C.

WASHINGTON'S FIVE-CENT MILK PROGRAM began with a cluster of people gathering in front of the milk depots throughout the city early in the morning of August 12, 1940. Anticipating the nickel milk, however, the BHE field workers went calling on Washington's low income families in May and June. Questionnaire in hand, the visitors asked each family they visited how much fluid whole milk it bought. In September and October after the nickel milk had had a month and a half to settle down into a well-oiled routine, the visitors went out into the same neighborhoods and interviewed a thousand families again. Because some families had moved away, because some had got jobs and were no longer eligible for the nickel milk program, and for other miscellaneous reasons, not all of the original thousand families were revisited. The way it worked out, 622 of the original thousand families turned up on the lists of the second thousand families.

What happened to the fluid whole milk drinking of these 622 families, 192 white families and 430 Negro families, tells the story of nickel milk in Washington.

FOR ALL THE 622 FAMILIES THERE WAS AN 84 percent increase in the consumption of fluid whole milk as the result of nickel milk, that is, from an average of 5 quarts a household a week up to an average of 9.2 quarts per week. Negro families, the study conducted by the Bureau of Home Economics showed, jumped at the chance to get 5-cent milk. Their fluid whole milk consumption leaped almost 120 percent from an average of 3.9 quarts to an average of 8.5 quarts a week. While white families didn't make the same spectacular showing, the increase in their consumption was substantial enough to indicate their appreciation of nickel milk, too. Their consumption went up about 50 percent, from an average of 7.33 quarts a week per family to an average of 10.7 quarts.

But that is only part of the story. Only half of the 622 families were buying nickel milk when they were visited the second time. The half of the families that did buy, jumped their weekly fluid whole milk intake from 5.7 quarts a week to 14.5 quarts a week, an average increase per family of 8.8 quarts. On the other hand, the families that didn't buy nickel milk consumed less fluid whole milk during the second period than they did before the 5-cent milk went on sale, their average consumption fell off from an average of 4.2 quarts of fluid whole milk a family a week to 3.5 quarts, an average of 0.7 quart less.

Nickel milk didn't convert many non-milk drinkers to milk. The greater part of the gains registered by 5-cent milk was among persons already drinking milk but who were drinking less than they wanted. Thus the number of white families using fluid whole milk only increased 4 points from 86 percent of the families studied to 90 percent. A larger increase in fluid whole milk drinking turned up among the Negro families with the number of milk-drinking families increasing from 78 percent before the era of 5-cent milk to 84 percent after the program was launched.

BEFORE THE 5-CENT MILK PROGRAM started, the BHE study shows (and other studies point the same way) Negro families used less fluid milk than white families, an average of 0.8 quart of milk per person a week less. The Negro families who took advantage of the 5-cent milk, however, narrowed this difference to 0.3 quart of milk a week, increasing their consumption per person to 2.8 quarts of fluid whole milk a week against 3.1 quarts for each white person.

Perhaps the most revealing comment on the nickel milk program, however, is contained in this fact. The average amount of milk per person per week consumed by the people taking part in the program was 2.9 quarts of fluid whole milk, that is, less than a pint a day, the national average. In addition, people consume milk in various other forms, but even counting in those other forms, the nutrition experts say that nationally we could well step up our consumption by at least 10 to 25 percent, and even by 100 percent.

"PROMOTE, then, as an object of primary importance, institutions for the general diffusion of knowledge. In proportion as the structure of government gives force to public opinion, it should be enlightened."

Washington's Farewell Address

OUR THANKS go to the Farm Security Administration for the photographs used at the top of the cover page, on page 3, and the top photograph on page 7.

Live at Home and Learn the Difference

This is the advice that food experts give farm families who want good diets, but have to watch their pennies, and thousands of diets show the difference that home production can make

PEOPLE WHO LIVE like cliff dwellers in apartment houses sometimes get the idea: "Farm folk are a lucky lot. No hook in the kitchen piling up grocer's bills. No bother about marketing, about can openers, about putting milk bottles out at night. The land is the farm family's sustenance, and all that people who live on the land have to do is to stretch out their hands and pluck vitamins and minerals galore out of their gardens, off their trees, and out of their hen houses."

A pretty picture, this, but it has no connection with reality. While it is true nutritionists find that there are more poor diets in cities than on the farm, still, taking all parts of the country together, 25 out of every 100 farm families not on relief get the kind of meals that are below the safety line.

Strange as it seems, food takes the biggest chunk out of the average farm family's budget, just as it represents the bulkiest item on the budget of the average city family. In 1935–36, the year when the Bureau of Home Economics made a study of the expenditures of a representative cross-section of farm families in the United States, one-sixth of the families' total spending went for food. And when the experts made that estimate, they were comparing the food expenditures with all other expenditures on the farm, including money spent for new machinery, seeds, fertilizer, or new livestock.

THAT IS ONLY HALF THE TALE. THE OTHER half has to do with the quality of diet the average farm family was getting in 1935–36. Diets, and the way farm families used their backyards, had a lot to do with each other, the researchers discovered. Take the Southern section of the country, where diets were found to be among the worst among farm families. There the Bureau of Home Economics made a study of non-relief white families whose net income—in money and in kind—added up to between $500 and $1,000.

They discovered that families with the very best diets spent little more in actual cash for food than those with the worst diets—4.2 cents per person per meal, as compared with 3.8 cents. Diet differences came in the foods produced at home.

Families with the best diets grew more than twice as much food at home as those with the worst diets. These better-fed families used 3 times as much milk, 1½ times as much meat, poultry and eggs, and almost twice as much vegetables, fruits, and other home-grown foods.

You have to look further than a statistical table to explain these discrepancies in diets. Farm families missing out on an adequate diet that could be raised on their land are not that way because of indifference to the meals they eat. More often, the reasons for a poor diet or mounting food bills can be traced back to problems of the farm itself.

One-crop farms—farms that have wheat, cotton, or corn growing right up to the back doorsteps—too frequently crowd out any plans for a vegetable garden.

Other families, although they may have lived on the land for generations, have never learned how to make their land yield the nutrients bodies need. Still others are families which have reached the dead-end. They have no money, only broken-down equipment and broken-down land. Even if they knew what makes a good diet they do not have the financial means to make the first start at getting one. It requires more than education to get these families on the road to good food and good health through their own efforts.

Today, two Federal Government agencies are at work trying to help farm families hoist their diets up to a satisfactory level by using their lands and hands and machines to produce more foods for home use. One is the Cooperative Extension Service in Agriculture and Home Economics, which links together the Extension Services of the Department of Agriculture and the State Agricultural Colleges; the other, the Farm Security Administration, also in the Department of Agriculture.

A DAILY DIET well-planned and well-cooked is worth a whole medicine cabinet full of sugar-coated nostrums when the family complains of aches and pains. This farm family was given a new start on the land through the aid of a small loan from the FSA. Practically all of its food supply is grown and produced in its backyard.

CHILDREN most of all need the storehouses of minerals and vitamins that can come from a backyard garden properly planned and cared for, and training in this from the Extension Service and the Farm Security Administration reach down even to the youngsters. The tots here may have their own very unorthodox ideas on how a garden should look, but at least they think a garden's worth while.

The Extension Service, which came into being years ago, has as its major aim the job of making better farmers out of America's agricultural population. Not only does this mean the teaching of scientific agricultural methods for improving the crop; it means also the improvement of "farm living." Farm living means exactly what it says: The way a farm family lives, its home and nutritional standards, its degree of happiness and well-being. The Extension Service does not lend money to farmers; it does not give them equipment; it does not extend financial aid to rehabilitate farm families who have been driven off the land. Its major concern is to keep farm families up-to-date on developments in the science of agriculture and in the art of better living. To do the job, the Extension Service maintains a corps of county agents and home demonstration agents in the field, and a group of State specialists in various branches of agriculture and home economics who work with these agents. Agents and specialists cooperate with a wide variety of other agencies.

The Farm Security Administration is a depression-nurtured agency that aims exclusively at bettering the lot of the disadvantaged farm families, who must have financial aid to get on a self-sustaining basis and to stay off relief rolls. As one part of its program, it has been authorized by Congress to lend money to the distressed farm family when that family's credit rating with private and other governmental lending agencies has been exhausted. Security for these loans is the FSA'S confidence in the ultimate rehabilitation of the family under the careful guidance of trained farm and home supervisors. In the last 5 years, an average of $500 per family has been loaned to some 862,000 families. The money has gone for equipment, seeds, livestock, buildings, and anything else needed by the families to get a new start on the land. Almost a third of the money loaned has already been repaid, although much of it is not due for several years.

Promoting home production of food is an integral part of programs of both these agencies. Over 20 years ago the Extension Service pioneered in moving nutritional research out of the laboratory and putting it to use among farm families. The science of growing and planning a diet was past the test-tube stage and was ready to step out into the 3-meal-a-day world.

Today, some 2,000 home demonstration agents in the Extension Service work at the job of helping the farm families they reach to improve their homes and their communities. Over a period of years this covers a lot of ground. It includes the garden; the food preservation budget filled by canning, storing, drying, and right now, by freezing in community locker plants; meal planning and child feeding, too; making and buying clothes and house furnishings; studying fabrics; keeping household accounts; considering whether and how to buy electrical equipment; working through family councils, and a variety of community activities.

Focus of the extension activities of rural women is the community home demonstration club, which may have from 10 to 30 or even 50 or 60 members. These clubs have officers, and "leaders" selected to receive special subject matter and methods training. Also they are organized into county and State councils or committees. More than 1,100,000 farm women are members of home demonstration clubs.

The home demonstration agent is a college graduate, with a major in home economics, and a background of farm or small-town living. Most of them have had several years' teaching experience or other opportunity to develop and show leadership qualities. Careful supervision, the assistance of agricultural and home economics specialists, county-wide contacts and responsibilities, and direct connection with the State college, the experiment station, and the U. S. Department of Agriculture help the agent to grow rapidly in her job of stimulating rural families to study their problems, decide what to do about them, and start doing it. The rest of her job is to furnish information, guidance, and assistance in cooperation, often, with other agencies working with rural people. Thus the agent is teacher, discussion leader, trainer, organizer, contact man—and above all, a developer of rural families. This job begins with but extends beyond the home demonstration club women and the 4–H club girls.

A good first step to interest farm families in improving their nutritional condition is helping them to check their daily meals. For this purpose most States use daily food selection standards or "food habit scores." If the family or individual members score low, as many of them do, it shows that food habits must be given a thorough going over and revision.

Many "scores" include an appraisal of ailments which may be due in part, at least, to faulty food habits. Are headaches occurring too often? Do the children weigh as much as they should? Are we all feeling fit and toned up? Or are we lackadaisical, indifferent, sluggish, perpetually down in the dumps? In countless families it has been found that ills like these parallel diets sparse in leafy vegetables, milk, eggs, whole grains and just plain drinking water—foods that make for healthy bodies and hopeful minds.

At the close of the "scoring" meeting, each family selects points to be improved in connection with diets, food habits, the food supply, and health. The first meeting is followed by others emphasizing food needs and meal planning, often in combination with food preparation culminating in a midday meal.

Usually the "scoring" shows that many homes need better gardens, ampler and more systematic food preservation, and better methods of storing the foods they can, and those destined for the cellar or the storage pit. Often better team-work is needed in food production.

A later development of this progressive program of building more buoyant health through better diets, is the yearly farm food supply plan. This involves planning the kind and amount of food the family will need for the whole year, and deciding how much of this food should be produced at home and how much will have to be bought. Although most farm families are in the habit of making provision for winter food needs, this idea of planning out the production program with an eye to the nutritional requirements of the family is something new in applied nutrition. In 1939, however, extension workers reported that more than 240,000 families had planned their food needs for the year and attempted to meet them through production along the proper lines. This involves, of course, a good garden, a flock of chickens, usually 2 cows and some pigs and often other meat animals. In some cases it means raising wheat and corn for locally ground cereal, meal and flour, and sorghum or ribbon cane for "sirup."

Farm food supply demonstrators are used in this line of work as in others. These demonstrators keep records of the food plan and the way it is carried out. These records are used by the agent and by the food specialist to discuss with other farm families the worthwhileness of orderly planning of farm and home enterprises to provide a generous proportion of the family food supply. Progress reports on the demonstrations, visits of friends and neighbors, and in the fall, the "tour" to the homes of several demonstrators to see the orderly "pantries" of canned foods, grouped according to nutritional values, and the other parts of the food supply, and hear the family's report on the money value of the foods produced and used during the year, convince rural people over a wide area of the practical value of making a yearly food supply plan and carrying it out as a family enterprise.

BULLETINS BY THE DOZEN ANNUALLY COME off the presses of colleges and universities working in cooperation with the Extension Service. Some tell how to grow and plan; others lay out standards of performance for good diets; many instruct on cooking and canning problems. All carry one central theme: To plan food production, and to plan consumption for a balanced diet. In some sections of the country more stress is placed on some foods than on others. Milk might be the need in one State, fresh fruits in another, green vegetables in a third. Slogans galore have been used to "sell" the program, slogans like "Let's Plan What to Eat," "A Balanced Food Supply From Your Own Farm," "Planning Helps to Get More of the Things Worth Having," "Feed the Family First," "Plan! Then Produce!"

Today, literally hundreds of thousands of farm families grow their own food supplies and have balanced diets on their tables because of the start they received at a home demonstration club meeting. But the job is by no means done. The average diet of all farm families, compared with that of families getting a "good" diet, looks something like this for each person: It has 25 percent less milk, 15 percent less butter, 30 percent less eggs, 55 percent less tomatoes and citrus fruits, 80 percent less leafy green and yellow vegetables, and 10 percent less meat and poultry.

Divide America's 31-million farm population into those who are well-fed and those whose diets are poor and you find between 7 and 8 million get diets that fall below the safety line of adequate nutrition as defined by scientists in the Department of Agriculture.

A good portion of this sizable slice of poor diets is found among farm families who are trying to keep alive on farms that are impoverished because the land has become arid, or markets have become bad, or because bad times have struck. It is those

COUNTY Home Demonstration agents meet with farm women, organized in home demonstration clubs. They give the women the benefit of their knowledge about how to plan the family food supply, grow it at home, and prepare it. Close to 1,119,000 women are enrolled in these clubs.

Home Management specialists of the Farm Security Administration give personal help and advice to farm families starting out again on the land after years of impoverishment. One of their aims is to show families how they can rebuild their health as well as their pocketbooks by using land wisely.

families who are helped by the Farm Security Administration.

Every FSA family, before it gets the loan even of a penny, must agree to set aside part of its land for a home garden. It must agree to plan that garden on scientific lines, and must promise to adhere to a program of food production and conservation which is drawn up with the help of FSA experts. Reason for this is simple to see. Beans, molasses, fat meat, coffee, make a lop-sided diet for a family starting out again on the land after years of impoverishment and struggle. If the family is to make good as an investment, it must first of all take the initial steps towards good health by getting the right kind of diet every day of the year.

I FOODS AND NUTRITION
PLANNED YEARLY FOOD SUPPLY FOR THE FARM FAMILY
FOODS FOR ON

THIS FOOD isn't to be eaten in one gulp. It represents foods which the average farm family needs throughout a year to get an adequate diet. Most of it can be produced at home by farmers possessing the land, knowledge, and equipment. Exhibits like this are used often by Extension Service experts to drive home the message of good diets.

The FSA home supervisor works with the family from the time it applies for a loan. The typical home supervisor is a college graduate with a rural background who has studied home economics. She is trained in understanding the problems of low-income people and is an expert on nutrition, cooking, and canning methods, and diet planning.

Her job is to sit down with the family, or a small group of families, talk over at length their problems of health and living, take stock of their resources and abilities, and help them work out a plan of home operation which includes food production.

Next step is to show them how they can have the foods that meet nutrition requirements by using their land and farm equipment. First, with the expert help of the FSA home supervisor, the family sets down what it needs in fruits, vegetables, milk and milk products, meats, and the other foods that make for a balanced diet. In the next column go figures for the family's food production aim for the year—"What we plan to use." Under the headings "We plan to produce," and "We plan to buy" the family lists what foods it can raise at home and what it must purchase. It even puts down the estimated value of what it expects to produce at home. And, finally, the number of cows, hogs, amount of garden land, and equipment are listed so that plans can be made for purchase of those things the family does not already have. At the bottom of the page goes the canning budget, including just how many containers and other canning equipment must be purchased.

Along with help in planning the food production program goes advice on proper cultivation methods, seed selection for different types of soil, and information from the farm supervisor on how and when to plant. Not the least of the tasks has been the job of convincing the man about the house that home gardening is something more than a hobby for the women and children in the family, that it is actually one of the chief crops on the farm and an integral part of the farm-and-home plan.

Nutritional improvement can't be measured with yardsticks. Testimonials tell part of the story—and the files of the Extension Service and the Farm Security Administration are full of those from field representatives and from the families themselves telling of health improvement and a happier outlook on life resulting from a well-filled larder.

Statistics, nevertheless, look impressive when they are all added up. Extension Service reports tell that last year the value of canned and other preserved foods taken from farm families' gardens would have cost more than 21 million dollars if purchased over the counter. A quarter of a million families grew their own food supply on a planned basis. These families canned over 76 million quarts of food, and 14 million containers of jams, jellies, and other such products. These are records of families which needed no financial aid to get them started on home production.

Among farm families which did need small loans, and which were helped by FSA, the average family of 5, last year produced $250 worth of food in its garden. Its net income—cash and kind—rose from $375 to $538 by following the home plan. It canned an average of 242 quarts of fruits and vegetables, compared with 51 quarts before coming in the FSA program. It has 447 pounds of meat produced at home compared with 85 before, and 448 gallons of milk compared with 99 before.

Against these records of achievement stand even more sobering statistics of need. If all the farm families in the country were to sit down and write orders to themselves for the additional food they need each year to bring their diets up to the "good" level, this is what they would have to get: 510 million gallons of milk, 95 million pounds of butter, 215 million dozen eggs, 990 million pounds of tomatoes and citrus fruits, 2,500 million pounds of leafy green and yellow vegetables, and 370 million pounds of meat and poultry.

Tactics for attaining these objectives are constantly being worked out. Committees have been set up in 21 States by the Extension Service to promote the grow-at-home program. Government continues to help with loans and advice. Improved methods of food preservation—such as freezing, curing, and drying are being developed in Government laboratories. And, finally, the task of teaching better food habits, particularly to young children, has become a major part of spreading the gospel of good nutrition. As one nutritionist has said: "Children can be taught to like a wide variety of foods if the process begins early enough, but in some cases we may have to begin with the grandparents of future generations."

Styling Stockings

Bureau of Home Economics experts show how cotton stockings can be made attractive and serviceable for consumers who like variety in hose

LIKE MANY A WALLFLOWER, cotton stockings until lately have rated high on homely virtues but low in popularity polls. Their plain appearance has been counted against them.

In the past year, however, a new type of cotton stocking has appeared. These new hose are full-fashioned to fit the leg, and made up in fashionable colors. Unlike the old-type cotton hose, these stockings are not fuzzy. The yarn from which they are knit has been combed, mercerized, and gassed to rid it of fuzz and give it an attractive luster.

These latest cotton hose are the direct result of research by the Bureau of Home Economics of the U. S. Department of Agriculture. In the past 2 years, this Bureau has designed over 80 styles of good-looking, full-fashioned cotton hose. Since these designs have been released to the trade, a number of manufacturers have begun making up some of them, and these are already available at retail stores. Still other companies are now in the process of adopting Bureau of Home Economics designs.

COTTON-HOSIERY RESEARCH WAS STARTED by the Bureau of Home Economics in 1938 at the request of Congress, which instructed the Bureau to work at finding ways to use more of this country's abundant cotton crop.

The story of Government Style 112 is a good example of how the scientists go about designing good-looking, serviceable cotton hosiery.

Government Style 112 is a white stocking for nurses, dietitians, laboratory technicians, and beauticians. Every step of the designing takes into account the needs of these women.

Cotton, of course, is a natural fiber to use in making hose for such workaday needs, for cotton is durable. It does not snag easily. It feels comfortable on the feet. It can be washed time after time and in the same way as white uniforms, without turning yellow or falling to pieces. If necessary, it can be sterilized without injury to the fiber. Using specially treated cotton yarn that is not fuzzy, a technician at the Bureau of Home Economics designed 4 different kinds of white service stockings. The 4 designs were knit and tested.

FIRST, THE STOCKINGS WERE TESTED IN THE laboratory for elastic properties, for bursting strength, and for shrinkage. The breaking strength and the twist of the yarns from which they were made were already known. For final testing, the hose went into service on human feet. Sixty-eight student nurses in a Washington, D. C., hospital wore them on duty for over a year. Every day the hose were checked and records of their service were kept.

From the results of all these tests in laboratory and in life, Government Style 112 was worked out. In it were incorporated the best features of the 4 experimental hose. In addition, special foot reinforcements were put at the points that wore out the fastest. A stretch welt was added so the hose would fit more comfortably above the knee; and for foot comfort, a ventilated toe.

This stocking, according to reports from the trade, is now being sold in many stores over the country for 79 cents or less a pair. It is being sold also in black and beige for use of other women who want full-fashioned cotton service hose but don't want them in white.

NOT MUCH of the cotton grown each year goes to making stockings for women. With superabundant cotton supplies burdening farmers, Congress called on Government researchers to design more attractive cotton stockings in the hope that increased demand for them might help to eat up more cotton.

BEFORE its new designs for cotton stockings were offered to stocking manufacturers, the Bureau of Home Economics put them to laboratory and practical tests. Because nurses in hospitals do a lot of walking, they were chosen to try out designs intended for hard everyday wear. Now these tested and tried designs can be bought by consumers.

OTHER STYLES DESIGNED BY THE BUREAU include cobweb meshes, many novelty sports weaves, and several types of hose for special purposes. Special emphasis is being kept on hose for service and sports wear.

"In designing these hose," according to the hosiery technician of the Bureau of Home Economics, "it has not been our purpose to find something to replace silk, rayon, and synthetics. Rather, we think there is a place in every woman's wardrobe for cotton stockings, just as every woman needs some dresses for parties and some for work about the house.

"Cotton hosiery is a 'natural' for service wear, and we want to make it just as wearable and as attractive as we possibly can."

Bread Facts for Consumers

A primer for buyers of the most common staple of poor and rich diets

A 5-CENT BUNCH of carrots usually gets closer scrutiny before it goes into the family market basket than a 10-cent loaf of bread, yet with most families bread is a major item in the family food budget and must be bought every market day.

If bread buying is to be conducted in any but a haphazard fashion, consumers must know the answers to such questions as these: "What goes into bread?" "What is its nutritional value?" "Why is bread weight important?" "What are the characteristics of good bread?" Answers, culled from the various food experts in the Government, are marshaled here.

What Goes Into Bread?

Flour makes up 60 to 70 percent of the weight of a loaf. Some four-fifths of the bread bought by the American public is made of white flour, most of which is bleached or aged by artificial means. Storing for a period before using formerly was the method employed to mature and whiten flour. Millers now accomplish the same results and reduce storage expenses by bleaching the flour with chemical agents such as nitrogen trichloride or chlorine. Other bleaching agents commonly used are nitrogen peroxide and benzoyl peroxide.

Difference of opinion exists as to whether or not bleaching affects the nutritive value of flour. It is believed, however, that bleaching destroys whatever pro-vitamin A the original flour may contain. The position of the Food and Drug Administration under the old Food and Drug Law was that, provided the added chemicals could not be shown to be harmful or to injure the quality or to conceal inferiority, bleaching was not a violation. The Food and Drug Administration, under the old law, required, however, that all bleached flour be marked as such. Very occasionally housewives who do their own baking can find unbleached flour. A few bakers also use it.

Two other kinds of flour most widely used are whole wheat and rye. The flour constituent of bread labeled as whole wheat or graham and sold in interstate commerce must, by Federal Food and Drug definition, be composed entirely of whole-wheat flour. The usual loaf of rye bread is a mixture of rye and wheat flours, in most cases with more than half wheat. Very little, if any, bread known as pumpernickel, is made of 100-percent rye flour or meal in this country.

SANITATION

Front-rank staple in most American diets, bread deserves strict sanitary supervision from mixing bowl to store counter. Wrapping should be a fundamental requirement. State laws governing handling of food should include sanitary standards for bakeries.

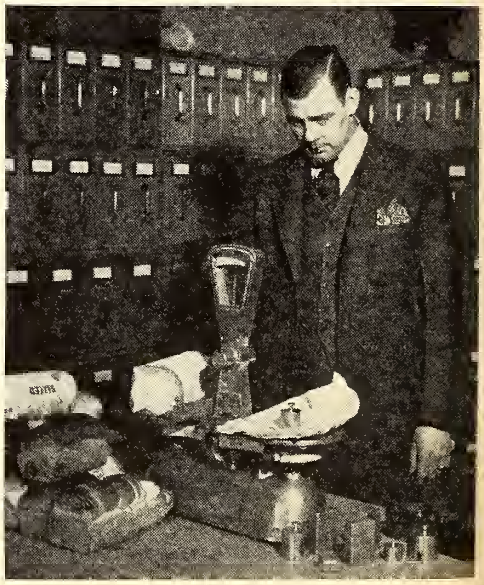
Other starchy substances, such as cornstarch, corn flour, and potato flour are sometimes incorporated in bread. The Federal standard specifies that the flour ingredient in bread must not contain over 3 percent by weight of other edible farinaceous substances.

Next important ingredient in bread is liquid. The liquid in most commercial bread is water. In ordinary French and Vienna bread only water is used, while standard milk bread must be made with milk or with milk solids and water in the proportions normal to milk. The best type of Vienna bread is generally made with the addition of milk. Bakers who put milk into their bread usually use powdered skim milk, both because of its cheapness and the ease with which it may be mixed with the other ingredients. It is a wholesome product which contains essentially the same food virtues of liquid skim milk. Like liquid skim milk, it lacks the fat and Vitamin A of whole milk.

Yeast, sweetening, and shortening complete the principal ingredients of bread. Sweetening, when present, may be either sugar, corn sugar, or malt, or a combination of these. Lard or a hydrogenated cotton-

WEIGHT

Labeling a loaf with its net weight is required by law in some States and cities. The officer who usually is charged with seeing that this law is enforced is a Weights and Measures official. This Washington, D. C., official is checking up on some loaves sold in his city.



FOOD VALUE

Food values in bread vary with ingredients. Calorie value in all bread is high, making it a prime energy food. Besides protein, found in all bread, whole-grain breads contain good stocks of minerals and vitamins. White flour reinforced with these nutrients brings added food value to those who eat only white bread.

seed oil or other vegetable oil shortening is probably the choice of most bakers. The kind of shortening, unless it is butter, is of little importance nutritionally, except as a source of energy. Butter has more Vitamin A than lard or vegetable shortening, although the latter can be fortified.

Ingredients described so far have a familiar sound to home bakers. Most commercial bakers' bread, however, contains other substances which are quite foreign to a housewife, skilled though she may be in the art of breadmaking. These are "dough conditioners" sometimes also known as "bread improvers" and "yeast nutrients." When added to dough they may serve as yeast food and thus improve the texture and volume of the loaf, and in some cases may increase the facility of the flour for absorbing moisture, making it possible to obtain more loaves from a barrel of flour, and making the loaf large in size for a given weight. These substances primarily aid in maintaining uniform action and aid bakers to keep to regular production schedules. So-called "bread improvers" which act solely as yeast nutrients were permitted in the Food and Drug Administration definition and standard for white bread under the old law.

What Is the Food Value of Bread?

Four most important considerations in evaluating the nutritive qualities of a foodstuff are vitamin content, mineral content, protein value, and calorie value.

White bread from white flour, unless it is made of some of the new fortified flours, is a poor source of vitamins. Most of the vitamins in a kernel of wheat reside in the wheat germ and the bran, which are removed in making white flour. Removal of these parts of the kernel increases the keeping qualities of the flour but greatly reduces the vitamin and mineral content. Wheat germ and wheat bran are excellent sources of Vitamins B and G, that is, thiamin and riboflavin.

White bread is low in iron, and also in calcium except what milk may contribute. These are two of the most important minerals to consider in selecting a well-balanced diet. Most of the minerals in wheat reside in the bran coating and in the germ. Whole wheat bread is a good source of iron but is still on the minus side for calcium.

Bread, either white or whole wheat, supplies some protein. It is not an especially rich source, and the protein in white bread is not of the highest quality, nutritionally. But because bread is eaten in relatively large amounts, it makes an important contribution to the protein requirements of the body.

As a source of calories, bread ranks high. One ordinary slice provides 70 calories, more or less. Weight for weight, whole-wheat bread is very similar to white bread in caloric value. A food of high caloric value supplies the body with the energy required for muscular activity, and for this reason bread and other cereal products have an important place in the diet of active children and those doing physical work. The important point is that bread provides this energy at a comparatively low cost.

Milk steps up the vitamin, mineral (especially calcium), and protein content of bread. Milk breads are therefore more nutritious. Since the cost of dry skim milk is small, its addition should not be made the excuse for a premium price for the bread.

Most nutritionists agree that people who cannot afford adequate amounts of fruits, vegetables, milk, and eggs—foods rich in vitamins and minerals but, unfortunately, comparatively expensive—had best include a good proportion of whole-grain cereal products. Others who can afford to and do include in their diet adequate amounts of these minerals and vitamin-rich foods may select that bread which appeals most to their taste.

Another answer to the problem, "How to get the most for your bread money?", is "vitamineralized" bread, still in the developmental stage. This bread would be made with white flour to please the eye of the American consumer, but invisible vitamins and minerals, either added or retained in milling, would step up its nutritive value. So far no one has been able to agree upon a name for this enriched white flour and different millers have different ideas about what it should contain. The idea was first popularized in England where, shortly after the outbreak of war, a law was passed requiring that all bread contain a specified amount of Vitamin B_1 and a calcium salt.

When hearings were held to set up standards for flour under the new Food, Drug, and Cosmetic Law, the Bureau of Home Ecomonics recommended that this enriched or fortified flour should contain a certain amount of Vitamin B_1 and iron, and that it might also contain nicotinic acid, riboflavin, and calcium in amounts approaching those found in whole-wheat flour.

Since people who can afford to choose and actually do consume well-balanced diets don't have to worry about the food value of their bread, the importance of fortifying white flour, as has been proposed in England, lies in its contribution to the diets of low-income families where bread is a major food. The Bureau has recommended that fortified or enriched flours be sold at a price as close to that of ordinary white flour as possible. So far no standards have been established. Unless labeling requirements are definite and simple it will be extremely difficult for the housewife to know what amounts of food nutrients have been added to the "special" flours and whether they are worth the additional cost, if any.

What Are the Characteristics of Good Bread?

Standards

Until there is widespread adoption of Federal standards for bread labeling, consumers can get some help in their selection of bread by noting some simple quality guides. Quality is determined by the ingredients used, the way in which they are mixed, and the fermenting and baking of the dough. While consumers can't get much information on these questions without following the ingredients of their loaves from the first mixing 'till the loaves come out of the oven, certain characteristics in the finished product can help them choose wisely.

Color

Color will vary with kind of flour used. All bread should have a satiny luster, show no streaks, not have grayish cast but be creamy white to brown.

Grain

Grain should be fine, no large holes, even texture with thin cell walls. Loaves from other than white flour usually have smaller volume for same weight.

Texture

Texture should be elastic, the degree of elasticity varying with the kind of flour.

Loaf

Loaf should be symmetrical, with an evenly rounded top and even browning—not too dark.

Flavor

Flavor—white bread: that of well-blended ingredients and well-baked loaf; no suggestion of sourness, yeast, mustiness, or other off flavors; salt enough to prevent flat taste. Graham and whole-wheat bread should have pronounced whole-grain flavor.

Why Is Regulation of Bread Sales Important?

Regulation of the sale of bread to protect consumer pocketbooks and health is as important as the price of bread.

One kind of regulation which some States have established is the requirement that loaves must be labeled with their net weight. While yeast gives bread its light elastic quality, the rising process can be allowed to go so far that one loaf will contain much more air than another. As a result, some States have passed laws (1) requiring that only loaves of a certain weight be sold—for example, half-pound, ¾ pound, 1 pound, 1½ pounds, and 2 pounds; (2) requiring that bread be labeled with its weight. There are some 18 States with laws of the first type,[1] and 12 with those of the second type.[2] Laws like these prevent consumers from being fooled by the size of puffed-up loaves. They also prevent bakers from saving on the cost of a loaf of bread by skimping on its weight.

Bakers in some States have been urging the passage of laws which would require bread to be baked only in pans of certain lengths and widths. Some say pan size affects the quality of bread, but among themselves they argue that consumers eat bread by the slice; that short, fat loaves will give bigger slices but fewer of them than long slender loaves; that, therefore, bakers can get consumers to eat more bread if they bake their bread in short broad pans; that one baker cannot afford to adopt smaller pans because his competitors, selling larger-appearing loaves, would walk away with his business; that, therefore, to get this practice universally adopted, a law is necessary. On the face of it, such a standardization might appear to be a service to consumers, but that's only on the face. Wise consumers don't buy or consume bread by the lineal or cubic foot; they buy by weight, and the size of a loaf or the number of slices in it, is no index of the quantity of the bread in a loaf.

Under the Food and Drug Act, bread shipped in interstate commerce has to come up to the Food and Drug Administration's definition of standards. Though standards have not been set under the new law, the old recommendations are still in effect. These haven't the force of law that new standards will have. However, many bakers follow them. They set 38 percent as the maximum moisture content of a loaf, 3 percent as a maximum of starchy substances that may be used in addition to wheat flour, specify that only whole-wheat flour be used in whole-wheat, entire wheat or graham bread. In addition, most State laws as well as the Food and Drug Act prevent bakers from selling breads under deceptive trade names. "Butternut" or "honey crust," or "creamy crumb"

[*Concluded on page 14*]

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[1] Arizona, California, Connecticut, Delaware, Idaho, Kansas, Massachusetts, Montana, Nebraska, New York, North Dakota, Oregon, South Dakota, Texas, Washington, Wisconsin, Ohio, Indiana.

[2] Alabama, Iowa, Louisiana, Minnesota, Ohio, Virginia, Vermont, Illinois, Massachusetts, Nevada, Pennsylvania, New Jersey.

Milk Glossary for Consumers

PART VI

*From "E's" to "G's" in this dictionary of everyday words used by people who work on milk problems**

E

ECONOMIES. Methods designed to achieve less waste in the handling of milk and the more efficient utilization of milk for consumers. (See Elasticity of Demand.)

More milk and milk nutrients could be got into the diets of consumers if *farmers:*

(1) gave effective support to relief milk proposals,

(2) cooperated with consumers in plans to expand consumption of milk,

(3) improved production methods by using available information on scientific methods of feeding and breeding,

(4) formed producer cooperatives to reduce the cost of service now performed individually,

(5) did not insist on prices for fluid milk which are too high, and instead attempted to sell more fluid milk at lower prices;

if *distributors*

(1) took steps to eliminate the more costly delivery services,

(2) gave lower cash-and-carry prices to consumers who do not ask and cannot afford credit and delivery services,

(3) encouraged quantity purchases by giving discounts to consumers who make quantity purchases, and by selling milk in 2-quart and gallon containers at reduced prices,

(4) encouraged the use of milk byproducts by reducing their prices and calling consumers' attention to them (this applies especially to skim milk and buttermilk),

(5) found ways for the more complete utilization of milk byproducts, such as whey and skim milk,

(6) used paper or fiber containers in large volume deliveries to stores,

(7) required bottle deposit charges to reduce losses through broken and unreturned glass bottles,

(8) supported scientific research and used what they learned to expand milk consumption;

if *consumers*

(1) would strive energetically for the elimination of duplicate and unnecessary delivery services and plant facilities,

(2) made greater use of milk equivalents,

(3) made a careful comparison of the costs of various kinds of milk,

(4) made greater use of the less costly milk products, fresh skim milk, cottage cheese, and buttermilk,

(5) returned empty milk bottles,

(6) bought milk in 2-quart and gallon containers where it is offered for sale at a discount,

(7) took advantage of cash-and-carry prices,

(8) attended milk hearings and legislative hearings where proposals affecting milk production and distribution were under discussion,

(9) formed buying clubs to purchase milk in quantity at quantity discounts,

(10) cooperated and consulted with farmers to avoid needless misunderstandings;

if *government agencies* (supported by consumers, farmers, and distributors)

(1) eliminated trade barriers,

(2) repealed needless and expensive health regulations,

(3) increased research now being done in the utilization of milk wastes,

(4) conducted research to discover new techniques to use in the production, processing, and distribution of milk.

ELASTICITY OF DEMAND. A measurement used by economists which is the ratio between the change in quantity of goods or services purchased by consumers following a change in price. For milk, it refers to the effect raising or lowering the price of a product has upon the total amount of money spent for that product.

In general, when lowering the price of a product increases the total amount of money spent for it (by increasing the number of units sold), or when increasing the price decreases the total amount of money spent for that product, then the demand for that product is called elastic.

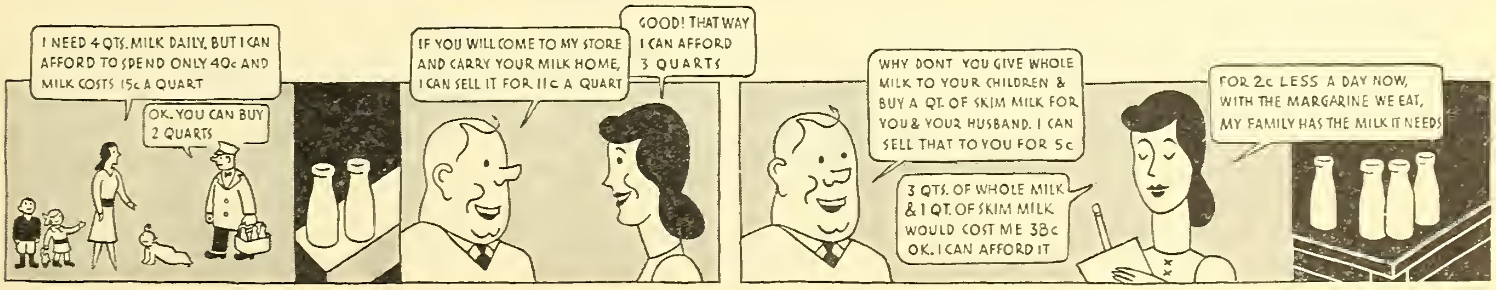
If lowering the price of a product results in a decrease of the total amount of money spent for it, or when raising the price increases the total spent, then the demand for the product is called inelastic.

These terms mean something in the milk business because if the people who determine the price of milk feel that the demand for milk is inelastic they have no incentive for lowering the price of milk. If they feel that the demand for milk is elastic, then they have a good reason to consider lowering prices, so that by selling more milk they may make more money, or at least as much money as they do now at present prices.

Consumers believe that if the price of milk were lowered, more milk would be purchased. This may mean, some consumers say, that over a period of time instead of selling 10 bottles of milk for $1.50, producers and handlers would be able to sell 20 bottles of milk for $2.00. While the profits per bottle would be less, the over-all profit might be greater.

Consumers, however, do not rest their case solely on the statistical tables which tend to prove or disprove their contention. Milk, they say, is a necessity, and whether the demand for it is elastic or not, it should be made available in adequate quantities to everyone.

To this consumers add a warning. If, they say, milk prices are not reduced, milk substitutes will capture the market now held by fluid milk.


I NEED 4 QTS. MILK DAILY, BUT I CAN AFFORD TO SPEND ONLY 40c AND MILK COSTS 15c A QUART
OK. YOU CAN BUY 2 QUARTS
IF YOU WILL COME TO MY STORE AND CARRY YOUR MILK HOME, I CAN SELL IT FOR 11c A QUART
GOOD! THAT WAY I CAN AFFORD 3 QUARTS
WHY DONT YOU GIVE WHOLE MILK TO YOUR CHILDREN & BUY A QT. OF SKIM MILK FOR YOU & YOUR HUSBAND. I CAN SELL THAT TO YOU FOR 5c
3 QTS. OF WHOLE MILK & 1 QT. OF SKIM MILK WOULD COST ME 38c OK. I CAN AFFORD IT
FOR 2c LESS A DAY NOW, WITH THE MARGARINE WE EAT, MY FAMILY HAS THE MILK IT NEEDS

**Earlier installments appeared in* CONSUMERS' GUIDE *August, October 1, October 15, November 1, December 2, 1940.*

EQUIVALENTS. When nutritionists recommend a quart of milk a day for every child and pregnant and nursing mother, and a pint for every other person, they do not mean that all of this must be consumed in the form of fresh whole milk.

The same nutritive elements can be acquired, and sometimes at a smaller expenditure of money, by using the dietary equivalents of fresh whole milk.

Buttermilk, evaporated milk, and dry milk may be substituted for fluid milk. Even cheese can be counted when it enters into the diet, particularly of adults. In making this substitution count 1 pint of undiluted evaporated milk (a little more than 1 tall can), or ¼ pound of dry milk, or 1/3 pound of cheese as having about the same food value as 1 quart of fluid milk.

1 QT WHOLE MILK APPROXIMATELY = 17 OZ EVAPORATED

EVAPORATED MILK. Fresh whole milk from which a good part of the water has been eliminated, usually by evaporation in vacuum pans.

Recently this milk product acquired a standard of identity under the Federal Food, Drug, and Cosmetic Act of 1938. Anything sold as evaporated milk which enters interstate commerce must conform to this definition. Under this standard, evaporated milk is sweet whole cow's milk evaporated so that it contains not less than 7.9 percent by weight of milk fat and 25.9 percent of total milk solids (milk fat plus milk proteins plus the milk sugar plus the milk minerals).

Evaporated milk must be sealed in a container and processed by heat (sterilized, which means all the bacteria in the milk are destroyed) so that it will not spoil.

To insure smoothness, disodium surphate or sodium citrate, or both, or calcium chloride may be added. Not more than one-tenth of one percent of these stabilizers may be contained in the final evaporated milk product, however.

Evaporated milk may also be reinforced with Vitamin D. This may be done by radiation (exposure to ultra-violet rays) or by the addition of a food oil which contains Vitamin D. The oil however must not weigh more than one-hundredth of one percent of the total weight of the final product. When Vitamin D is added, the amount must be not less than 7.5 U. S. Pharmacopeia units per ounce. Finally when evaporated milk is reinforced, the label must say "With Increased Vitamin D Content," or "Vitamin D Content Increased."

Evaporated milk is an excellent source of Vitamin G (riboflavin) and good source of Vitamin A. When reinforced with Vitamin D, it is a better source of this nutrient than fresh untreated whole milk.

Seventeen ounces of evaporated milk contain practically the same nutrients as one quart of fresh whole milk.

While the heat necessary for evaporation changes the taste of the milk slightly, giving it a cooked flavor, the heat treatment has its advantages. The casein in the milk (the most important protein) is affected by the heat so that in most cases it is easily digested by invalids and children. The result is a curd which is similar to that of mothers' milk. Evaporated milk is also homogenized, that is, the fat globules are reduced in size and distributed evenly through the milk.

Evaporated milk is bacteria free when a can of it is opened. After it is opened, however, it should be kept cool like any other milk.

F

FALLACIES. "Thunder sours milk and cream." Thunder does not sour milk and cream. These products are soured by the action of bacteria which multiply most rapidly in warm milk or cream. Since thunderstorms usually occur in warm weather, before the days of efficient refrigeration milk and cream usually soured about the time thunderstorms prevailed. It was the heat, however, and not the electrical displays which caused the souring. Milk and cream kept in a refrigerator at proper temperatures are in no danger from thunderstorms.

"Milk products should not be eaten in combination with fish or meat." Actually, dietitians say that any foods which can be safely eaten separately can be eaten in combination with equal safety."

"Skim milk is worthless." Skim milk contains the important milk minerals, milk sugar, milk proteins, and Vitamin G (riboflavin). For these nutrients it is just as valuable a food as whole milk.

"Pasteurized milk doesn't taste as good as raw milk." Actually, taste tests show that properly pasteurized milk cannot be told from raw milk.

"Milk is a perfect food." There is no one food now known which contains all the nutrients necessary for health. Milk, for example, is a poor source of iron, and while it contains Vitamins A, B_1, D, and G (riboflavin), it is a poor source of ascorbic acid (Vitamin C). It is an excellent food, nutritionists say, highly desirable in the diet, but it is not a patent medicine or a panacea.

FAT. See butterfat.

FLUID MILK (see also classified price plan). Milk produced by cows is fluid, but the product delivered to consumers can be something else. Fluid milk can be processed into butter, cheese, ice cream, dry whole milk, dry skim milk, and, for that matter, into billiard balls and fountain pens.

Even this fact wouldn't make the use of an apparently tautological term like "fluid milk" necessary if it were not for the fact that farmers are paid different prices for the milk they produce depending upon how it is to be sold eventually to consumers.

Because milk and cream that are sold in bottles bring a higher price than milk that's sold as butter or cheese or ice cream, farmers and distributors tend to think of milk as "fluid milk" and "manufactured milk," two products which look the same when they splash into a milk pail, but which are entirely different when the payoff comes along.

In general then fluid milk is the milk and cream that is sold to consumers in bottles. Manufactured milk is the milk which is processed into other products. Put another way, fluid milk is roughly the milk that is called Class 1 milk under the classified price plan.

G

GRADES (see also Raw Milk). Grades applied to most foods refer to quality specifications such as underlie the A-B-C designations which sometimes appear on canned foods, the Prime-Choice-Good-Commercial-Utility designations that appear on some meat, and the similar quality designations found on other products. In these cases, the grade or quality designation indicates greater or less palatability, a more or less attractive appearance, or the presence in more or less degree of some other quality which makes the product in question more desirable.

Milk grades, however, with a few exceptions, are measurements of the care with which milk is handled. Ordinarily they do not measure the richness or the flavor of the milk. Like the round purple inspection stamp of the Federal Meat Inspection Service, which is not a grade stamp and does not refer to differentiations of quality, milk grades usually refer to an inspection for wholesomeness and safety. When a Federal meat inspector does his job, however, he either passes or rejects the meat and there is no middle ground. Nor for that matter is he equipped with a special stamp that indicates the meat passed with especially high honors.

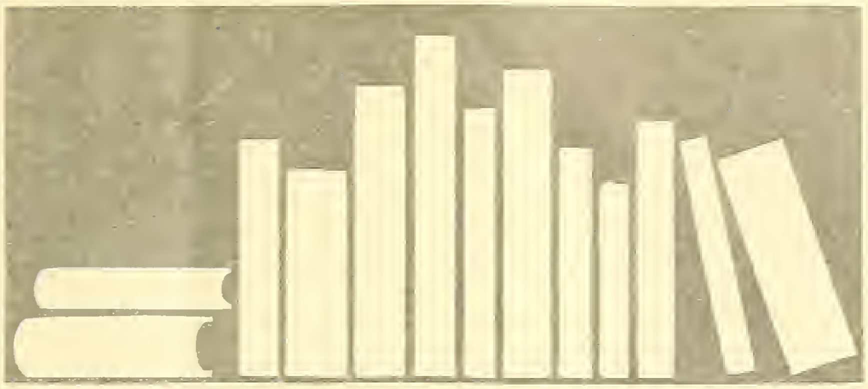
In some cities, milk grades do indicate quality differences. New York City was until recently one of the cities where the local milk regulations established a higher butterfat content for Grade A milk than for Grade B milk. During 1940, however, New York City's milk authorities eliminated Grade A and Grade B milk and instead established one grade as a minimum standard to which all milk sold in the city must measure up.

Under the Standard Milk Ordinance of the United States Public Health Service, which has been adopted in more than 2,200 cities, there are 3 grades for pasteurized milk.

Grade A pasteurized milk, under the ordinance, is milk pasteurized from milk which does not contain more than 200,000 bacteria per cubic centimeter and which is produced under rather rigidly defined conditions. When delivered, it must not contain more than 30,000 bacteria per cubic centimeter; it must be stoppered with a hooded cap; it must be kept at a temperature of less than 50 degrees Fahrenheit until delivered; and it must be handled under rigidly prescribed conditions.

Grade B pasteurized milk does not require a hooded cap. It may contain as many as 50,000 bacteria per cubic centimeter, and it may be made from raw milk which contains as many as 1,000,000 bacteria per cubic centimeter (Grade B raw milk). In all other respects it must conform to Grade A requirements.

Grade C pasteurized milk is any pasteurized milk which does not meet Grade B requirements.



CONSUMER'S BOOKSHELF

PROCEEDINGS OF A CONFERENCE ON CONSUMER EDUCATION. 1940, pp. 57, mimeo. Address: Williamsport Education Association, Curtin Junior High School, Williamsport, Pa. 35 cents. Contains addresses and summaries of the discussions at a conference on consumer education sponsored by the Williamsport Education Association, June 24, 1940. Major topics discussed were the consumer movement, why and how it developed; to what extent can consumer education solve consumer problems; what should be the qualifications of teachers of consumer education; where shall consumer education be taught in the public schools; retailer activities in the consumer movement; and what consumers need to know about agricultural problems.

SOURCES OF SUPPLEMENTARY MATERIALS FOR COURSES IN CONSUMER EDUCATION, by Paul L. Salsgiver. Monograph 50. 1940, pp. 61. Address: South-Western Publishing Co., Cincinnati, Ohio. Free to schools, 50 cents to others. Gives brief statements on the purposes, activities, management, and control of 57 governmental and private agencies of various types. Describes some of their publications illustrative of the materials available from them for consumers and teachers of consumer education.

SCHOOL LUNCHES USING FARM SURPLUSES, prepared by the Surplus Marketing Administration and the Bureau of Home Economics. U. S. Department of Agriculture Miscellaneous Publication No. 408. 1940, pp. 48. Address: Superintendent of Documents, Washington, D. C. 10 cents. This publication has been prepared primarily for the directors of school lunch programs where surplus foods made available by the Surplus Marketing Administration are used. However, the suggestions and information will be useful for those who are responsible for the preparation of nutritious lunches for children at school anywhere. Contains suggested menus and recipes. Proportions in the recipes are given for 12, 25, and 50 servings.

REFERENCES ON CONSUMER EDUCATION AND THE PUBLIC SCHOOLS. January 1940, pp. 3, mimeo. Address: Research Division, National Education Association, 1201 16th St., N. W., Washington, D. C. Limited supply, single copies available free of charge to public school teachers. An unannotated list of 45 recent magazine articles on consumer education.

CONSUMERS' GUIDE TO COMMODITY BUYING—Section I, by Ruth B. Fowler. 1940, pp. 75, mimeo. Address: Department of Debating and Public Discussion, University Extension Service, University of Wisconsin, Madison, Wis. 15 cents to residents of Wisconsin, 25 cents to non-residents. A discussion outline considering the planning of family expenditures and the buying of food and clothing. References.

EXPENDITURES OF WAGE EARNERS AND CLERICAL WORKERS FOR HOUSEFURNISHINGS AND OPERATION. Serial No. 1129, reprinted from the *Monthly Labor Review*, June 1940, pp. 18. Address: Bureau of Labor Statistics, U. S. Department of Labor, Washington, D. C. Limited supply, single copies free. Results of a study of money disbursements of 14,469 Negro and White families in 42 large cities. (1934–36)

CONSERVING FARM LANDS, by Tom Dale and W. A. Ross. Office of Education, Federal Security Agency, Vocational

Division, Bulletin No. 201. 1940, pp. 104, illus. Address: Superintendent of Documents, Washington, D. C. 30 cents. Outlines the procedures involved in planning a soil conservation program for a specific farm in such a way that the material may be used as a guide in systematic instruction on this activity. Discusses making a base map and soil conservation survey; planning a water-disposal system; and developing a program for the use and control of cultivated lands, woodlands and forests. Lists references, film strips and charts.

SILVERWARE, SOLID AND PLATED. United States Tariff Commission. Report No. 139, second series. 1940, pp. 141, illus. Address: Superintendent of Documents, Washington, D. C. 25 cents. A survey of the various types of silverware, the organization of the industry, both in the United States and foreign countries; analyzes the trade in silverware, especially the facts having a bearing on tariff.

HOW ELECTRICITY IS USED ON THE FARM, by C. N. Turner. Cornell Extension Bulletin No. 410. 1939. Address: Extension Service, Cornell University, Ithaca, N. Y. 9 cents. This booklet is made up almost entirely of pictures illustrating installations of different types of electrical equipment on the farm.

REFINISHING FURNITURE AT HOME, by Anne Biebricher and Clarence C. Ross. Extension Service Bulletin No. 198. 1939, pp. 31. Address: Extension Service, Ohio State University, Columbus, Ohio. 5 cents. Well illustrated bulletin describing methods for repairing furniture, removing old finishes, applying new finishes, and caring for furniture. Gives formulas for making varnish removers, stains, waxes, and polishes for use on furniture.

A GUIDE FOR MEMBERS OF RURAL ELECTRIFICATION COOPERATIVES. 1939, pp. 48. Address: Superintendent of Documents, Washington, D. C. 10 cents. Reviews in question-and-answer form, principles of cooperation, cooperative bylaws, present status of rural electrification cooperatives, various uses for electricity on the farm, costs of operating electrical appliances and safety rules to be followed in the use of electricity.

CHILDREN'S BODY MEASUREMENTS FOR SIZING GARMENTS AND PATTERNS, by Ruth O'Brien and Meyer A. Girshick, U. S. Bureau of Home Economics. Department of Agriculture Miscellaneous Publication No. 365. 1939, pp. 25. Address: Superintendent of Documents, Washington, D. C. 20 cents. This report gives detailed statistical information on the body measurements of 133,807 children between 4 and 17 years of age. These measurements were used in developing a proposed standard system of measurements for sizing children's clothing.

BREAD FACTS

[*Concluded from page 10*]

breads not made with the ingredients their tags imply would be subject to seizure under these laws.

Consumers interested in playing some part in the determination of new regulations under the Food and Drug Law will probably boost for far more rigid requirements. Since differences in food values of different breads hinge mainly on the kind of flour that's gone into a loaf, most consumers want to know the kind and percentages of various flours in the bread they buy. If white bread is to be enriched by the addition of synthetically prepared vitamins and minerals, or the restoration or retention of some of the more nutritive parts of the wheat grain, or by the addition of such enriching substances as wheat germ, rice polish or Roza flour, most people will want some simple measure of how much of these nutrients have been added to the wheat flour. They'll want to know what contributions the added nutrients make to their daily needs. Many consumers want to know what kind of shortening is used in their bread and whether the bread has been made with milk or water, and what proportions of each have been used.

Consumers interested in having representation at the bread hearings which will be held to establish standards under the new Food and Drug Law, should write to the Consumers' Counsel for information about location and date of hearings. Consumers' Counsel, however, is not now able to advise concerning subject matter details of pending hearings as was formerly its practice.

No assurance against paying the fresh bread price for day-old bread can be given consumers until the date of baking is required on all bread labels. "Rolling," the practice of picking up stale bread from one store and delivering it with the fresh at another, is an old bakers' custom. Probable reason for it is the practice some firms have of penalizing drivers for returned "stales." Some bakers already put the date of baking on their wrappers.

Trade practices in some markets go the other way and see that stale bread is removed from places where consumers might buy it, knowing it is stale and paying a reduced price for it. This tends to make people buy fresh bread or none at all.

Strict supervision of the sanitary conditions of bakeries should be maintained. Such supervision does not always exist. Carelessness in the handling of raw materials and in keeping the plant and equipment clean are health risks.

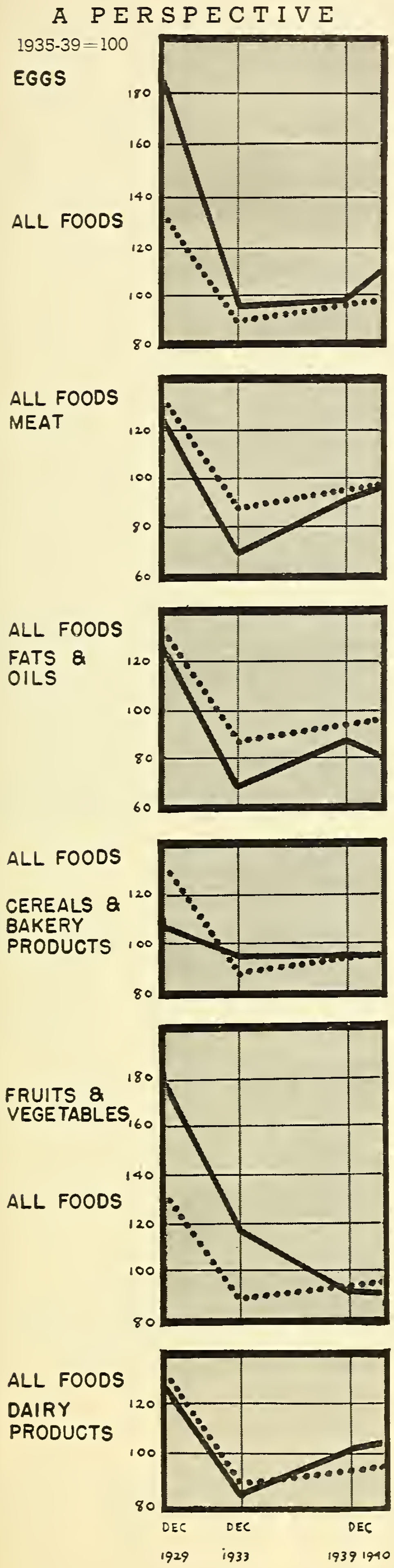
Some States have laws governing sanitary conditions in establishments handling food. In such States, either the State Public Health Department or the State Food and Drug officials are responsible for supervision. Where there is no State law, supervision of sanitary conditions of food plants is left entirely to the municipalities, the city public health department being the body usually in charge of enforcing any existing law.

So simple a requirement as the wrapping of bread should be universally enforced. Almost everyone wants bread wrapped. Some studies are claimed to show that pure cellulose wrappers are more desirable than some waxed papers, as they give less undesirable flavor to the bread. Some waxed papers have ink inscriptions which are said to give off odors which the bread absorbs.

Prices.

It is highly desirable that bread, so important in the diet of low income groups, should be priced as low as is compatible with production of high quality goods, fair wages for labor in the industry, and a legitimate profit for the manufacturers. Any comprehensive analysis of the fact which enter into determination of bread prices would call for an extended economic discussion. There is one basic fact about bread costs, however, which consumers should know. Material costs in a loaf of bread usually amount to just a little more than 1/3 the price consumers pay for a loaf. In December 1940 material costs reached 30 percent of the retail cost of a loaf. Too often in the past bakers have been quick to use a rise in flour or wheat prices as justification for increasing bread prices. The price of a barrel of flour must rise about $3.00 to justify, on the basis of that ingredient cost, a 1 cent rise in a pound loaf of bread.

YOUR FOOD SUPPLIES AND COSTS



A PERSPECTIVE

RETAIL FOOD COSTS. Recent reductions in retail costs were nullified by a 1½ percent advance between mid-November and mid-December. This increase, which brought food costs back to their September level, was due mainly to a sharp jump in butter prices, and a seasonal advance in prices of fresh vegetables. Only other food group which changed in price during the period was eggs, and the decrease here offset only a small part of the increases. While butter prices generally go up at this time of the year, the current increase was relatively large. However, it should be temporary for in early January wholesale butter prices were back to early November levels.

In mid-December food costs were slightly (2.5 percent) higher than last year, and the same as in December 1938. However, they were much lower than in December 1935, 1936, or 1937. Costs are higher than last December because of a marked increase in egg prices and moderate increases in dairy products and meats. All other food groups are lower. The index number of retail food costs for December 17, 1940, as reported by the Bureau of Labor Statistics was 97.2 percent of the average for 1935–1939.

MEATS. Considerably less pork, about the same amount of beef, and more lamb than during the first quarter of 1940 are expected. Better grade beef supplies are expected to increase monthly during the first half of the year.

FRUITS. Citrus supplies won't be quite as big as seemed probable earlier, but will be more plentiful than in the first half of 1940. More apples, but less pears also are expected.

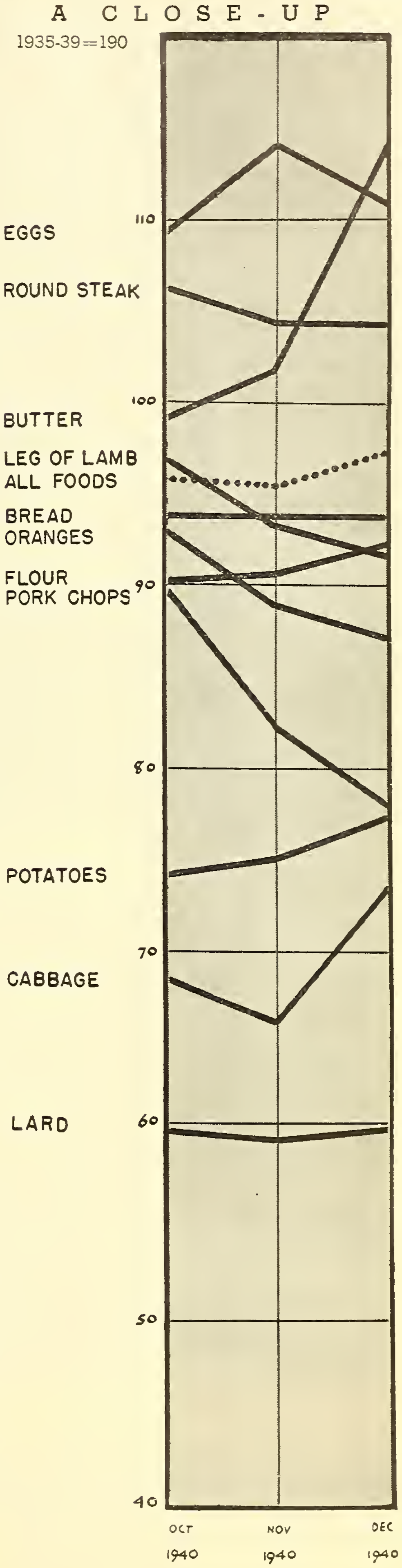
VEGETABLES. Considerably more vegetables than during the first quarter of 1940, particularly snap beans, tomatoes, new potatoes, cucumbers, eggplant, peppers, and beets are in prospect.

STRAWBERRIES. Production in Florida, main source of supplies in the first quarter, is a third smaller than last year, and the smallest since 1928.

EGGS. Supplies probably will increase until they reach their peak in April, but won't be as large as last year.

DRIED BEANS. Unusually large total supplies are in prospect, but kidney and pea beans won't be as plentiful as last year.

DAIRY PRODUCTS. Milk production is expected to increase monthly through June and to be larger than last year, but dairy products probably will cost more than in 1940.



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UNIOR ISSUE

CONSUMERS' GUIDE

Taking Ditches out of Diamonds

Eddie learns a fact or two about erosion that eats into ball fields as well as farm fields and does nobody—farmers or ball players—any good

ABOUT THE TIME the Big League teams go South for spring training, Eddie Thomas got out his glove and oiled it and hunted up a baseball. Then, all dressed up and no place to go, he sat in the living room turning the ball over and over in his glove looking out the window at the rain slanting down on the street.

Eddie was the captain and pitcher for the Westwood Indians and this year it looked as if the team would enter the Boys' League. There was a chance the team was going to get uniforms, and maybe, if Eddie pitched them in there, and if the team could get a good catcher and a good first baseman, they would win the Boys' League pennant.

Sitting there, Eddie could see himself that summer, his arm oiled up, just throwing the old apple out, inshoots, outshoots, roundhouses, smoke balls, and then one pitch that everybody dreamed about but only Eddie had ever been able to throw, the old corkscrew.

Dreaming there, the more Eddie thought about it, the more he liked his corkscrew ball. You throw it down toward the plate and then just before it gets to the batter it begins to corkscrew. Big-league scouts heard about him and one was ready to sign up Eddie Thomas, the boy wonder, for the Yankees when he looked up. The rain was over and there was Allie Richards, whistling like a mocking bird for him to come outside.

EDDIE DASHED TO THE DOOR, STILL WEARING his glove and holding the baseball, when his mother called from upstairs.

"Ed—ward!"

"Yes, mam."

"Don't forget to put on your sweater."

"All right," Eddie called, and then he opened the door.

"Hey, Allie, be out as soon as I put on my sweater."

Allie saw the glove and baseball right away.

"Thinking about the baseball team, Eddie?"

"Gee, Allie," Eddie said, "I'm really going to pitch ball this year." He held the glove and ball out in front of him as if he were going to begin his windup.

"Well," Allie said, "we ain't going to have much of a ball team this year if we don't find a diamond somewhere."

"What's wrong with our old diamond?" Eddie wanted to know.

Allie stepped back and looked at Eddie as if he thought Eddie were joking, "Haven't you seen it?"

"What's wrong with it?"

Allie explained. "Do you remember that bad place out in short right, over toward first?"

Eddie remembered it.

"Well," Allie continued, "it's eroded."

"Eroded?" Eddie just looked at his friend. "What does that two-for-a-dollar word mean?"

"I was just reading about it," Allie said, a little bit as if he were ashamed of reading about it. "I read about it in one of my father's books. You know, erosion is when the rain washes away the soil."

Eddie stopped stock still.

"Are you kidding me, Allie?" he asked. "What's all this got to do with our baseball diamond?"

"Well, I'm telling you," Allie said, "out in right field, it's all eroded. And the rest of the field's got a lot of ditches in it. It's going to be terrible this summer."

Eddie felt as if Allie were trying to put something over on him.

"If you don't believe me," Allie complained, "you come on down to the diamond and look at it."

"Race you," Eddie challenged, and before Allie could answer he ran ahead down to the end of the street, through the alley back of the school, past the store, and back around the garages to the diamond.

When he reached the diamond, Allie was right at his heels. Allie, out of breath, just pointed instead of saying anything. Then, getting his breath, "See that?"

Eddie looked. The whole field was a sea of mud. There was that gash Allie had been talking about. Rivulets of water made by the rain were washing down its sides and making a gully that was eating right on back toward the second-base line.

"Hey," Allie said, "you're walking in the mud."

"You can't play ball there," Eddie said almost to himself. "Not with that big ditch ruining everything." Disgusted, Eddie slapped his ball in his glove.

"What did I tell you?" Allie crowed. "That's erosion."

"You and your erosion!" Eddie exclaimed as he began to walk back toward his house. "A baseball diamond is what's worrying me. We've got to have a place to practice."

"You wouldn't believe me when I told you about erosion," Allie persisted. "That's what erosion does. It makes gullies."

Eddie turned on Allie and made a face at him, but just then Mr. Winters stepped out of the store and looked at Allie. "Say, son," he asked curiously, "did I hear you say erosion?"

"Yes, sir," Allie said, respectfully, "Eddie here doesn't believe in erosion."

"You don't believe in erosion, Eddie?" Mr. Winters puffed on his pipe.

Eddie jerked his thumb at Allie. "This guy's got a word out of a book, and he's just kept saying it at me for the last 2 hours, erosion, erosion, erosion. All I know, Mr. Winters," Eddie said seriously, "is that the only baseball diamond the Westwood Indians have to practice on has a gully in it 2 feet deep that runs out through right field down into the weeds. Now what's that got to do with erosion?"

MR. WINTERS LAUGHED, "ALLIE'S RIGHT, Eddie. That gully does have something to do with erosion. You know," he said, "I've been watching that gully myself. Mighty interesting gully."

Allie laughed.

Eddie didn't think Mr. Winters understood. "I guess you never played ball, Mr. Winters. You wouldn't joke about the diamond if you had. That just means the Westwood Indians aren't going to get into the Boys' League this year."

"Oh, I don't know," Mr. Winters said. "Why not? Farmers can save their farms from erosion; why can't you boys save a baseball diamond?"

Eddie looked up at Mr. Winters to see if he was joking. "You mean we can fix that diamond up?"

"Sure. Do you know anything about erosion, Eddie?"

Eddie moved his head in the direction of Allie. "This guy's been telling me the rain makes erosion, but you can't believe anything a crosshanded batter says."

"I hit them out there, don't I?" Allie protested.

"Popflies," Eddie commented scornfully.

"Oh yeah!"

"Wait a minute, you boys." Mr. Winters was looking at Eddie and Allie thoughtfully. "How would you like to have a regular big-league diamond this summer, with a smooth grass infield and a lawn in the outfield, just as level as a billiard table between the bases?"

"That would be swell," Eddie and Allie said together, forgetting their argument.

"Want to walk along with me?" Mr. Winters asked.

As the two of them fell in, Mr. Winters continued, "It can be done. It means, Eddie," he said, poking his pipe at Eddie, "you've got to understand soil erosion and soil conservation."

"If you tell me what they are, Mr. Winters, I'll believe in them."

"All right, then. You fellows come along up to my house where we can have a piece of pie and a glass of milk and some conversation."

Mrs. Winters served them pie and milk all around while Mildred Winters, who was in Eddie's and Allie's class at school, looked at them kind of suspiciously from the kitchen.

The three of them, Mr. Winters and Eddie and Allie, went into the study, and then, after Mr. Winters lighted his pipe for the hundredth time according to Eddie's count, they began talking about erosion.

Eddie sat cross-legged on the floor, looking up at Mr. Winters, slapping his ball into his baseball mit. Mr. Winters blew a smoke ring.

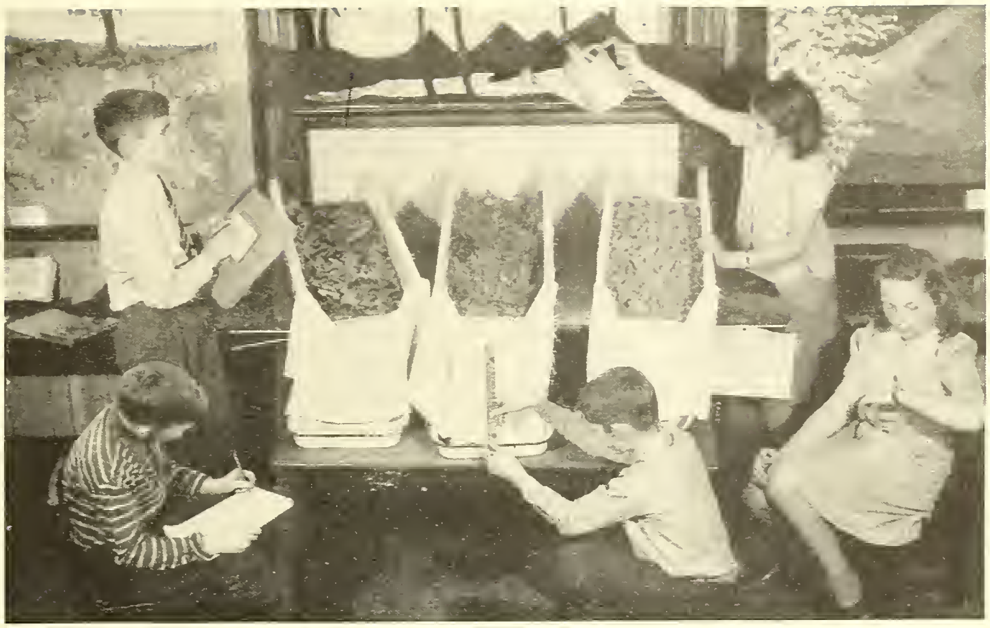
"Eddie," he began, "do you know what soil is?"

Even the pie and milk hadn't convinced him that soil erosion had very much to do with the ball diamond. He thought a moment and then said, "It's dirt."

"You aren't serious, Eddie," Mr. Winters said. "I know one of the greatest ball players that ever lived and he thinks as much about soil erosion these days as he does about baseball."

Eddie looked interested for a moment.

"Yes, sir," Mr. Winters went on, "and I'll bet if he were here he'd tell you that soil



WHEN RAIN washes off the face of the earth, not only do plants and crops go thirsty but the water washes away some of the rich topsoil where the valuable nutrients are. These students experimented to see which kind of plant cover on the soil best protects the soil from runaway water. They built 3 troughs, lined them with oilcloth, put the same kind and amount of soil in each one: planted grass in one, put a cover of leaves and sticks on another, and left the third one bare. The same amount of water was poured on each box. Then the students measured the water that ran off into the pans placed at the bottom of the tilted boxes.

WHEN YOU have been driving through the country, have you ever seen a farmer getting his land ready to plant by plowing the soil up and down a hillside? That's an old-fashioned and bad way to plow the land because it makes it very easy for the rains to wash off the hill. The modern correct way is to plow across the hillside and follow the slope of the hill so that the troughs made by the plow will hold the water. If you don't believe that troughs and terraces hold water, you can do what these students did: They filled 2 ash pans from the school stove with soil. On the surface of one they marked little ridges and valleys. On the other they smoothed the soil so that it was flat. Then, tilting both boxes, they sprinkled lots of water on them, and saw for themselves which one held the water better.

erosion is more important to baseball than you think. And he'd be right, too."

Allie got down from his chair and sat cross-legged beside Eddie, not laughing at Eddie any more.

"Why?" Eddie wanted to know.

"It goes back to the soil. Do you really know what soil is?"

Eddie shook his head.

"Well, I'll tell you. Soil is made up of two kinds of materials, minerals and organic materials. The minerals are tiny pieces of rock that have been pulverized by freezing and thawing. Both you and Allie know a rock when you see one. When rocks are broken up fine they become gravel. Broken up even smaller you get silt. Then when rock is broken into even finer particles you get clay. Now, wherever you don't see rock sticking up out of the earth you can find it by digging deep enough."

"Sure," Allie said, "first you come to the rich earth, then to clay, and then to rock."

Eddie couldn't help thinking that Allie talked like a teacher's pet.

"That's right," Mr. Winters said. "Soil is being made from the rock in the earth all the time. Very slowly the rock breaks up and adds to the soil."

EDDIE MADE A MOTION WITH THE HAND he had his glove on. "All the time soil is being built up from the bottom?"

"Exactly," Mr. Winters said. "And at the same time trees die and decay, roots rot in the soil, leaves decay and they form what's called the organic material in the soil."

"So soil is made from both top and bottom," Eddie said.

"Sure," Mr. Winters agreed, very pleased that Eddie was interested but not showing how pleased he was. "And the soil that is made of the rotting trees and leaves and roots is called topsoil, and that's what plants and grass and such things grow in."

"Mr. Winters," Eddie asked, "why won't plants grow in just plain clay?"

"That's because plants need food just the way we do, and only the topsoil has these foods. And incidentally they are some of the things we need from the foods we eat. Plants need phosphorus, which we need for our nerve cells. Plants need calcium, which we need for bones, and plants need nitrogen, just as we do."

"So," Eddie said thoughtfully, "when you see ground without topsoil, little will grow there." Eddie was thinking about his baseball diamond.

"When it was raining this afternoon, Eddie," Mr. Winters asked, "did you stop to think what was happening?"

Eddie remembered quickly that while it was raining he was thinking about becoming a big-league pitcher.

"When it rains anywhere and there are things growing in the ground," Mr. Winters went on, "the fall of the rain is broken by the leaves on trees, by grass blades, and by other kinds of vegetation. Then the rain trickles into the ground, and the topsoil soaks up the water and holds as much of it as it needs."

"And when there are no trees or grass," Eddie interrupted, "it rushes off and makes gullies."

"Sure," Mr. Winters said. "You noticed this afternoon how the water raced down the gutters of a street. You don't see water racing like that off a lawn."

"No," Eddie said. "That's right, you don't."

"Well," Mr. Winters continued, "when water hits bare, uncovered earth it not only races off but it washes away some of the earth with it. And when that earth is good, rich topsoil, then you can't grow things in the ground that's left."

"And when nothing grows, the rain pounds down and washes away more and more soil until you have a big gully left, like that one on our ball diamond?" Eddie asked.

"Exactly," Mr. Winters agreed.

"If the earth has no topsoil and you can't grow things to eat, I should think the farmers would hate that," said Eddie.

"They do, because when topsoil gets washed away and gullies come, farmers can't make a living. Their kids get unhealthy, too. Nobody has time to think about things like ball games.

"I'll bet this," Mr. Winters said, "although I couldn't prove it, but wherever you find soil well taken care of, that's where the best ball players come from."

"What do you mean taking care of soil?" Eddie asked.

"You see, Eddie," Mr. Winters said, "you can prevent soil erosion."

"THERE ARE LOTS OF WAYS. YOU DAM up gullies, and you plant grass or vines in the gully so it will hold the water and not let it run off. You never let fields stay bare, you always keep them covered with some kind of growth. You don't take an axe and clear all the trees off the land. Forests are necessary to prevent rivers from becoming gigantic gullies tearing at the whole countryside. When a man takes his plough and cuts a furrow in his field, he is making a gully himself. If you plough a furrow straight up and down a slope why you're just inviting erosion to go to work and turn the furrow into a gully. There are ways of ploughing so that the furrows act as dams to hold water on fields."

"Well, now," Eddie said looking down at the baseball in his glove, "how about that baseball diamond? How could we fix that?"

"Tomorrow," Mr. Winters said, "we'll go out there and survey the field. Offhand, I'd say we'd dam up the gully at the end very carefully. Then, we might find that Mr. Ross down the street here, the builder, you know, might have a few loads of earth taken from some excavation he could dump into our gully to fill it up. And fill up some of those holes the rain has made here and there. To make sure that the rain doesn't do any more damage, we'll dig a ditch around the field to drain off the water so it won't run across the diamond. Of course, if we were bloated millionaires we might sod the infield. We can't afford that, and spring isn't the best time to plant grass seed."

"When is?" asked Eddie.

"In the fall," Mr. Winters said. "But we might try a little grass seed this spring in the outfield. Then next fall, we'll really get to work on that infield and make it the finest infield you ever saw."

"Gee!" Eddie exploded.

"You see, it takes time to repair the damage erosion does. And you have to keep working to protect the soil. Do you think we can get started?"

"You just show me how," Eddie challenged.

"Well," Mr. Winters said, "you fellows have to go home to dinner now. We'll give that diamond a good examination tomorrow."

As Eddie and Allie went out the front door, Mr. Winters heard Allie ask if Eddie believed in soil erosion now.

"Do I! This summer I'm going to learn how to throw a corkscrew ball and I'm going to learn as much about soil as Mr. Winters knows."

"What I'm waiting for," Allie said, "is the way everybody's eyes are going to pop out when they see our big-league ball diamond!"

FUN WITH WORDS

IN BIG LETTERS across the top of a sheet of paper, print these words:

PLAN BEFORE YOU BUY

Now, in 10 minutes see how many other words you can make out of the letters of this sentence. If a group of your friends is playing with you, see who thinks up the most words in that time. Maybe you'll give him a homemade CHAMPION CONSUMER badge!

What Makes People Tick?

Here's what some boys and girls did to find out a few of the answers. Maybe you can do the same in your school

THESE 4–H CLUB girls tried an experiment with white rats to show what happens to animals when they don't get milk. It was the same kind of experiment you'll read about in this story.

REMEMBER WHEN you took your first watch apart to see what made it tick? Or cut your doll's hair to see whether it would grow?

It's queer how people are often more curious about things than they are about themselves. But when you stop to think that no one has to wind us up to make us go like the watch, and that *our* hair grows again when it's cut, it makes you think that boys and girls and human beings in general are about the most interesting things in the world.

Studying what makes them tick is as mysteriously exciting as discovering the clues on a treasure hunt.

Everybody knows that food is one of the things that helps to make human beings go and grow, but here are some students who decided they were going to find out why.

They planned a study of foods which set the whole school talking—from first graders to high-school seniors.

These are some of the things they did.

What foods are made of was a question that many of the students wanted to explore. In their reading and class discussion, they learned about—

Proteins,
Carbohydrates,
Fats,
Minerals,
Vitamins.

Those are big words that don't mean much until you learn the jobs they do in human bodies.

Proteins make tissue. They help in growth.

Carbohydrates furnish fuel.

Fats make energy, and some carry other valuable food nutrients, like vitamins, to the blood stream.

Minerals all have specialized functions in building bones, in regulating the blood, and building health.

Vitamins do a big job in helping bodies grow, keep well, work and play with joy and ease.

After they had learned about these food nutrients from books and teachers, these students decided to find out what foods had these "nutrients" in them.

They started holding their classes in the school laboratory. There, with bottles, burners, and new and unfamiliar chemicals, they found how to test different foods.

First they learned how to find out whether a food has protein in it. One girl described the test:

"To test for protein, you put the food in a heat-resistant test tube and add concentrated sodium hydroxide. Use about as much food as you can put on the end of a knife, and an equal amount of the concentrated sodium hydroxide. Heat the mixture in the test tube, and then smell it. If you get an ammonia smell, then the food contains protein. Another test is to hold a piece of red litmus paper over the fumes rising from the test tube. If the paper turns blue, it means there is protein in the food."

They tested salt, whole-wheat and white flours for protein. They found that salt has no protein, but both kinds of flour do have protein. (Their teacher explained that all protein is not the same in foods. The protein in some foods can be used better by the body than other protein. Which was which, their teacher said, they could learn about later.)

Next they tested for starch, which is a carbohydrate, in their classroom laboratory.

This test was easy. First they mixed a small portion of the food to be tested with some water until they had what looked like a mush. Then they boiled some water, and placed the test tube containing the mixture in the water to heat it. When it was warm, they dropped a few drops of iodine on the food. If it turned blue, then starch was present. They tested table sugar and found it contains no starch. But when they tried the test with bread, oatmeal, and potatoes, they learned that all of these foods are storehouses for starch.

The third test was for fats, but their teacher did this one for them because the ether used in the experiment had to be handled very carefully.

She took some lard and put it in a test tube. Then she added ether and shook up the mixture.

Next step was to pour a few drops on a piece of filter paper. After the paper had dried completely, the children held the paper up to the light and compared it with a fresh piece of paper. The piece that had been treated revealed a good-sized spot which the light passed through very easily.

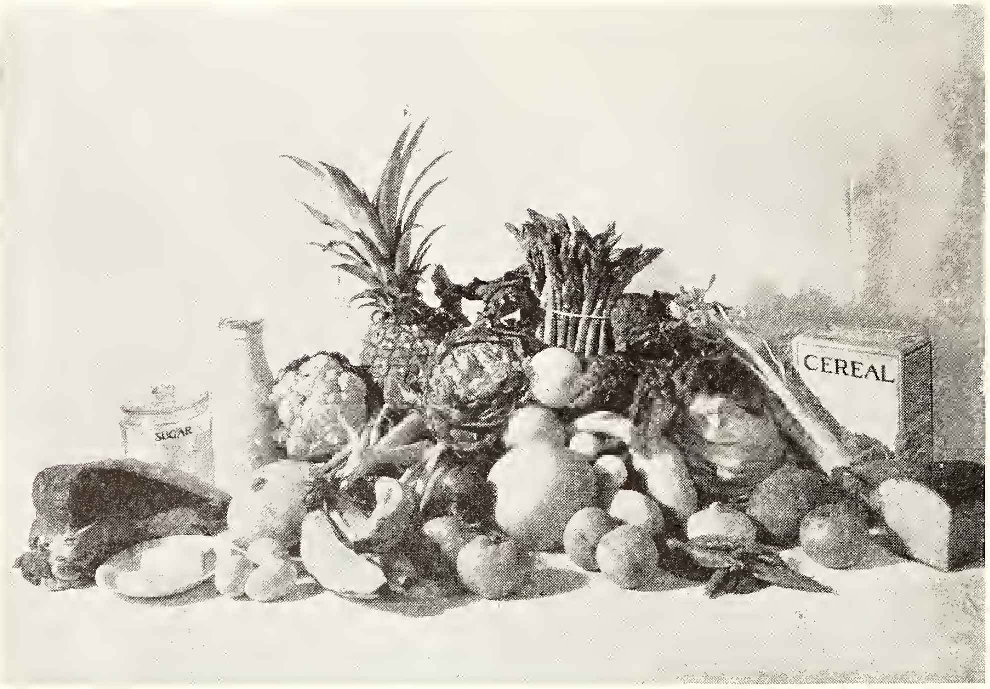
Using this same test with eggs, the children learned that egg white does not contain fat, but the yellow or yolk does. Bread and oatmeal when tested also showed they contain fat.

Last test was for minerals. The way to test for these, the children were told, is to put some of the food you're experimenting with on a special heatproof dish. Then you heat it over a Bunsen burner until it burns up as completely as possible.

Foods containing no minerals burned completely until there wasn't a sign of them left on the plate. Foods with minerals left a small pile of ash.

Then the teacher showed the children something else so they could learn what kind of minerals the foods contained. She dissolved the ash in water in a test tube, and then added 3 drops of silver nitrate. The water immediately clouded up. That showed the food contained chlorides, which are found most in salt. She did the same thing with some other food ash, but this time used barium chloride. Again the water clouded up. That meant the food contained sulphate.

The teacher told the children there are many different minerals in foods, all needed by the body. That's another reason why a good variety of food is needed in the diet.



TRY LOOKING AT THIS for 10 minutes, then close the book, and write down all the foods you remember seeing in this picture. There are at least 27 different kinds.

Using the ash test, the children learned that flour and carrots both have good supplies of minerals, while pure sugar has none.

Testing for vitamins, their teacher explained, was much too complicated to do in their laboratory. So they skipped that.

AFTER THEY HAD MADE THE TESTS FOR these food nutrients, the class tried testing different foods to see how many of all the nutrients they contained.

Finding out what the different foods contained showed that in order to get the benefits of all food nutrients people had to eat a wide variety of different foods.

Next project of the class was to put their knowledge to work in planning good well-balanced diets for the school. In their planning, they learned how much protein, carbohydrates, fat, minerals, and vitamins children of different ages require, and planned their diets to fit those needs. Then, too, with the critical tastes of their classmates to consider, they had to work at making their well-balanced diets attractive and appealing.

Learning this much was good fun, so the students decided, next, they were going to find out how different foods affect the workings of the human body. For this they needed white rats. That started with 2 pairs of white rats. They made sure that the rats were as near the same size and weight as possible, no more than 4 weeks old, and that they were healthy, with soft, white hair, bright pink eyes, ears, and tails. They were clean, good tempered, lively, and sturdy.

The day before the rats arrived, the students built cages for them, with a food holder and a water cup. Beside the cage, they tacked up on the wall a card on which to record weight changes and diets. The food and water containers were labeled carefully in order not to confuse the meals for the 2 pairs.

NOW THEY WERE READY FOR THEIR experiment. They put one male and one female on a diet they knew would make them thrive. This pair got 1 part whole milk powder and 2 parts ground whole-wheat flour in portions of ⅖ ounce a day. The other pair was put on a poor diet. They got a ⅖-ounce daily portion of white flour and coffee-flavored water.

Normally, white rats at this age gain about 20 grams a week. The students found that both pairs gained at first. Then in a few weeks the pair eating white flour and water, whom they called Mr. and Mrs. Poor Food, began to lose, while Mr. and Mrs. Good Food continued to thrive.

About this time, the students began to worry about the poor languishing couple, so at this point, they put them on the whole-wheat and milk diet, and then waited to see what would happen. Mr. and Mrs. Poor Food began to gain at once and it wasn't many months until they had all but recovered from their early sad experience in malnourishment.

That's just one thing about yourself and the food you need which you could learn from experimenting with white rats.

After that you may go on to find out what happens when the calcium you get from milk is left out of the diet, what happens when the Vitamin C you get from orange juice is left out of your diet.

And if you go far enough in your experiments you can find out how much of the vitamin- and mineral-rich foods you need, and just what each food contributes toward building strong bones and teeth, sturdy nerves, healthy skin—bodies and minds that are ready for work and play.

(We wish we had more little notes to send you on tests you can make with foods, but we don't. So please don't ask for any.)

HOW MANY FOODS DO YOU KNOW?

HERE'S A WAY to find out who in your class knows the most foods.

Each player takes a piece of paper and draws 5 lines *down* the length of the page, so there will be 6 columns.

At the top of the first column, write "Alphabet." At the top of the other columns, write "Fruits," "Vegetables," "Meats," "Fish," "Dairy Products." (Of course these aren't all the foods there are, but these are groups of foods in which there is great variety.)

Next, in the "Alphabet" column, write the letters of the alphabet down the page: A, B, C, D, and so on. Then draw lines *across* the page between each 2 letters.

Now you are ready to start. Everybody starts together. During the next 15 minutes each player writes in all the columns all the names of foods of each kind shown at the top of the page which start with the letters shown in the left-hand column.

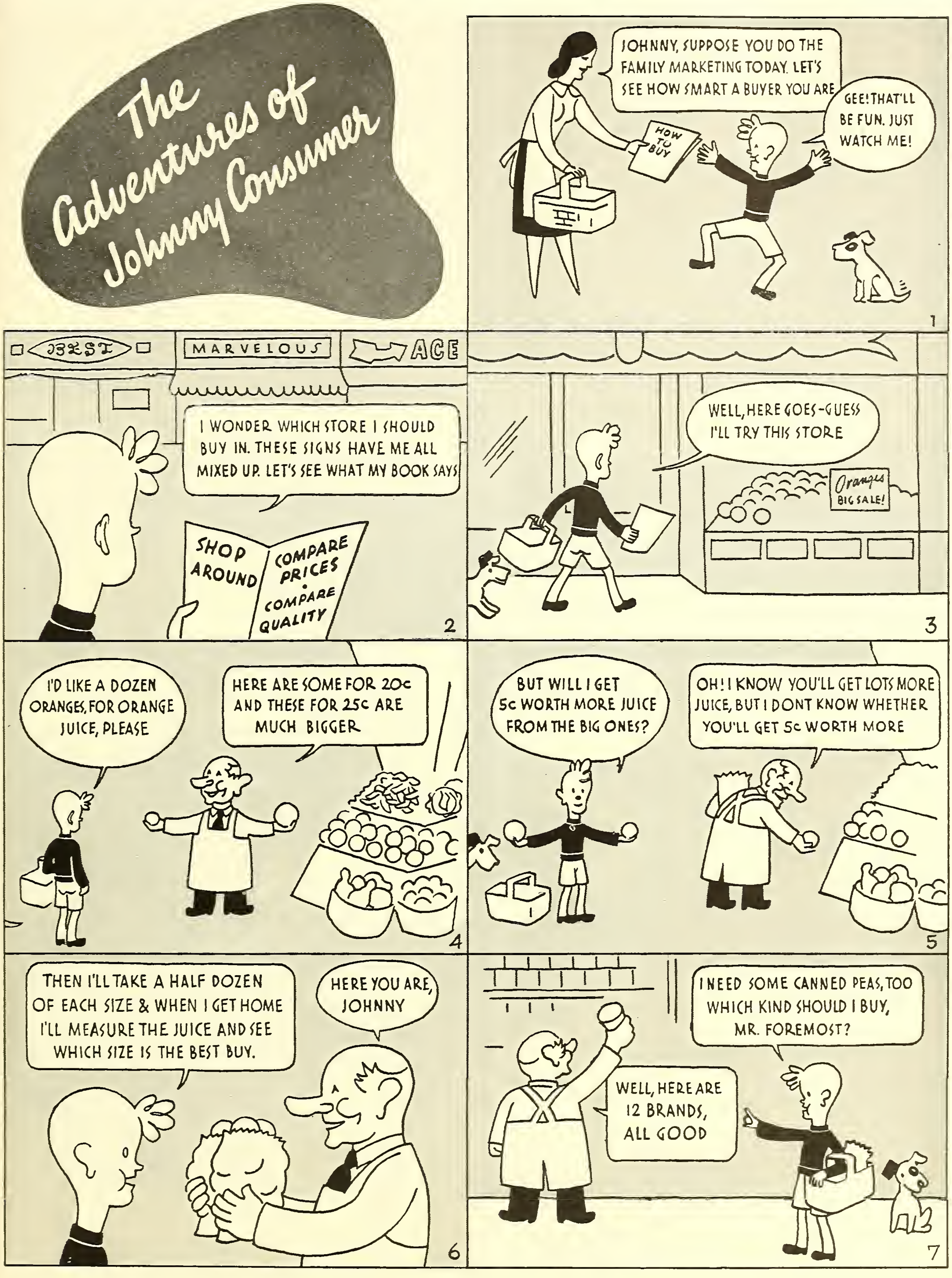
For instance, in the column headed "Fruits," alongside "A" you could write "Apples." In the column, "Vegetables," alongside E you could write "Eggplant."

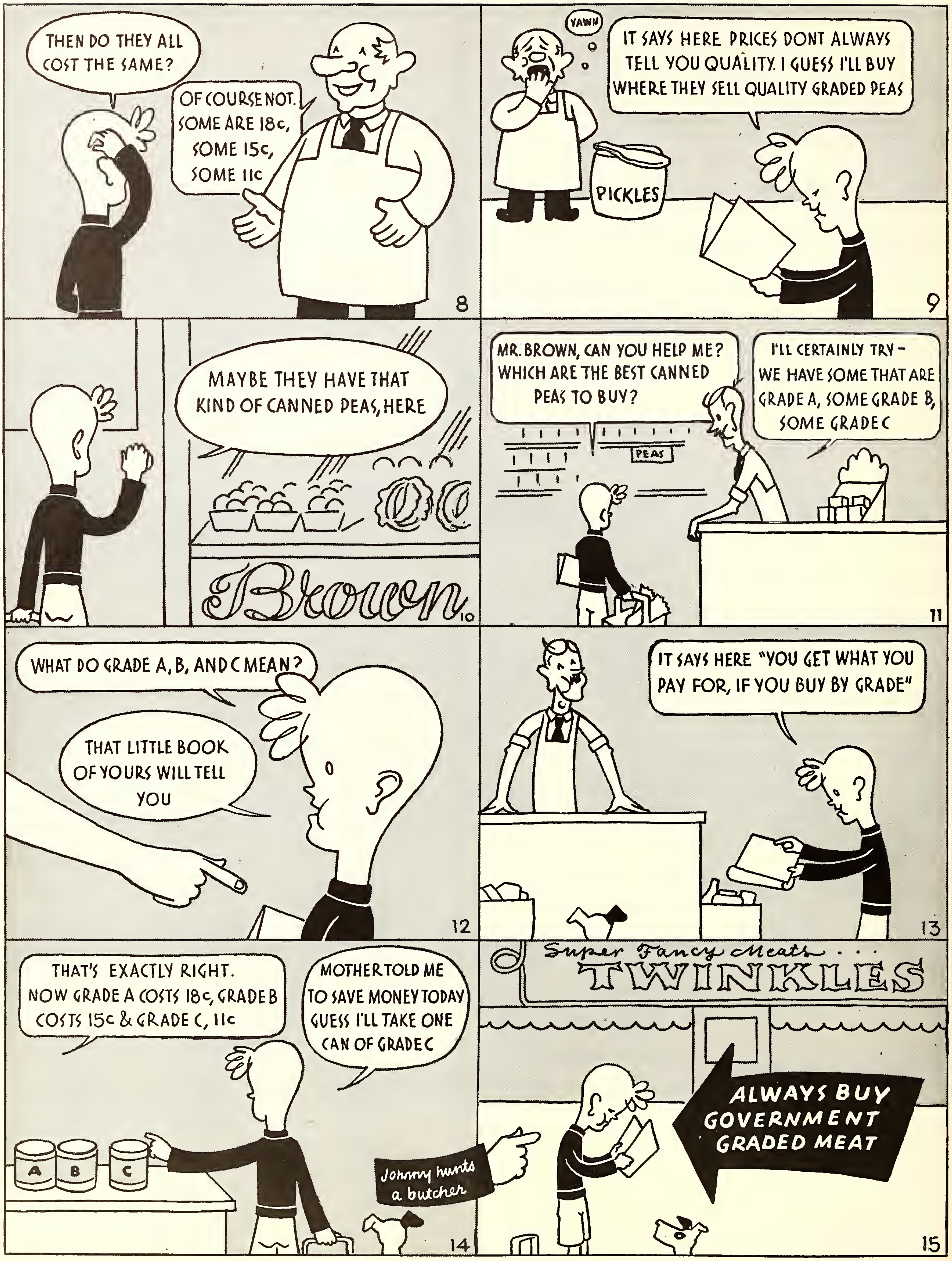
Don't worry if you can't find a food of each kind for every letter of the alphabet. There isn't one beginning with every letter. It's perfectly fair, though, to write in double names, like "evaporated milk," or "iceberg lettuce."

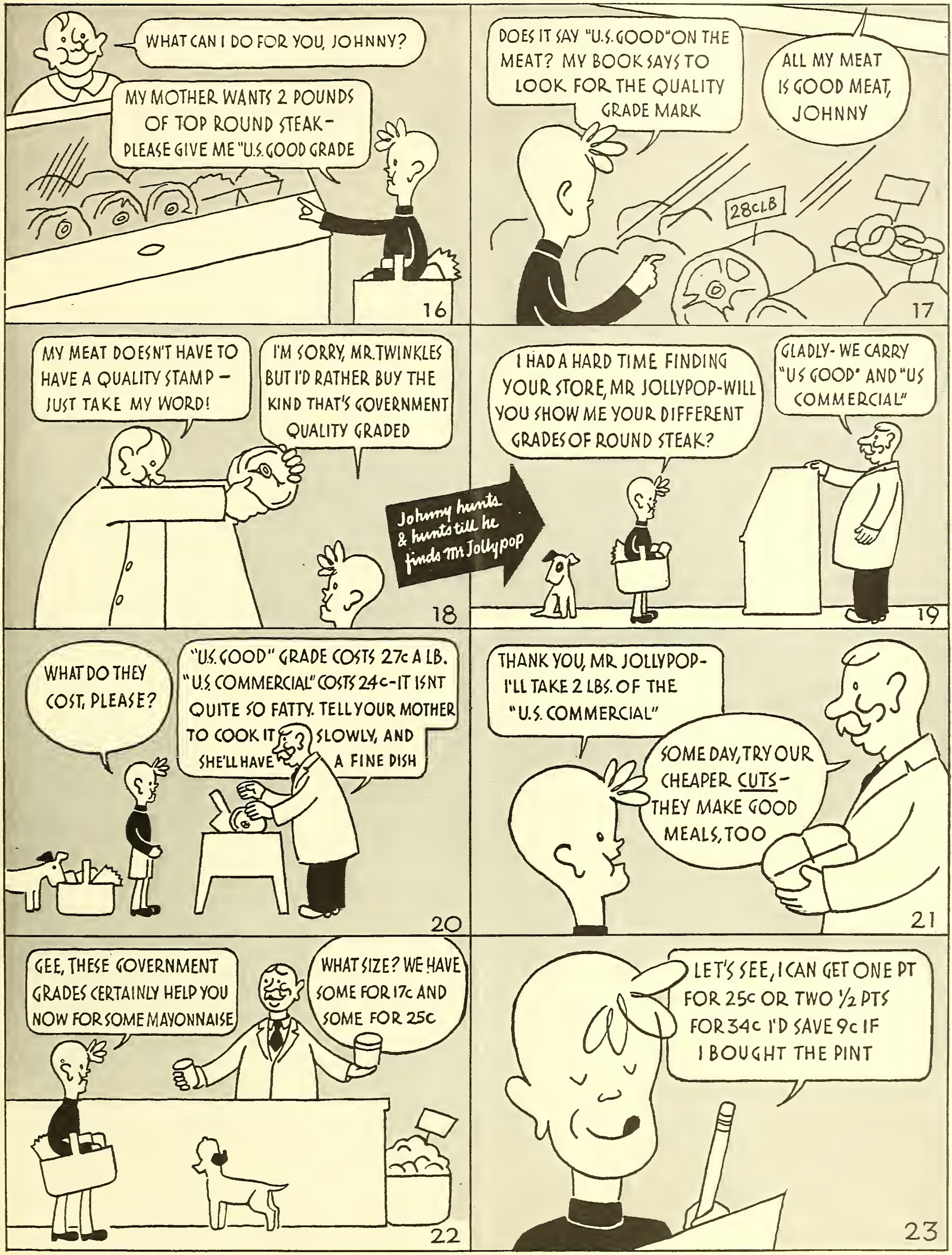
The point of this game is to see how many foods you can think of.

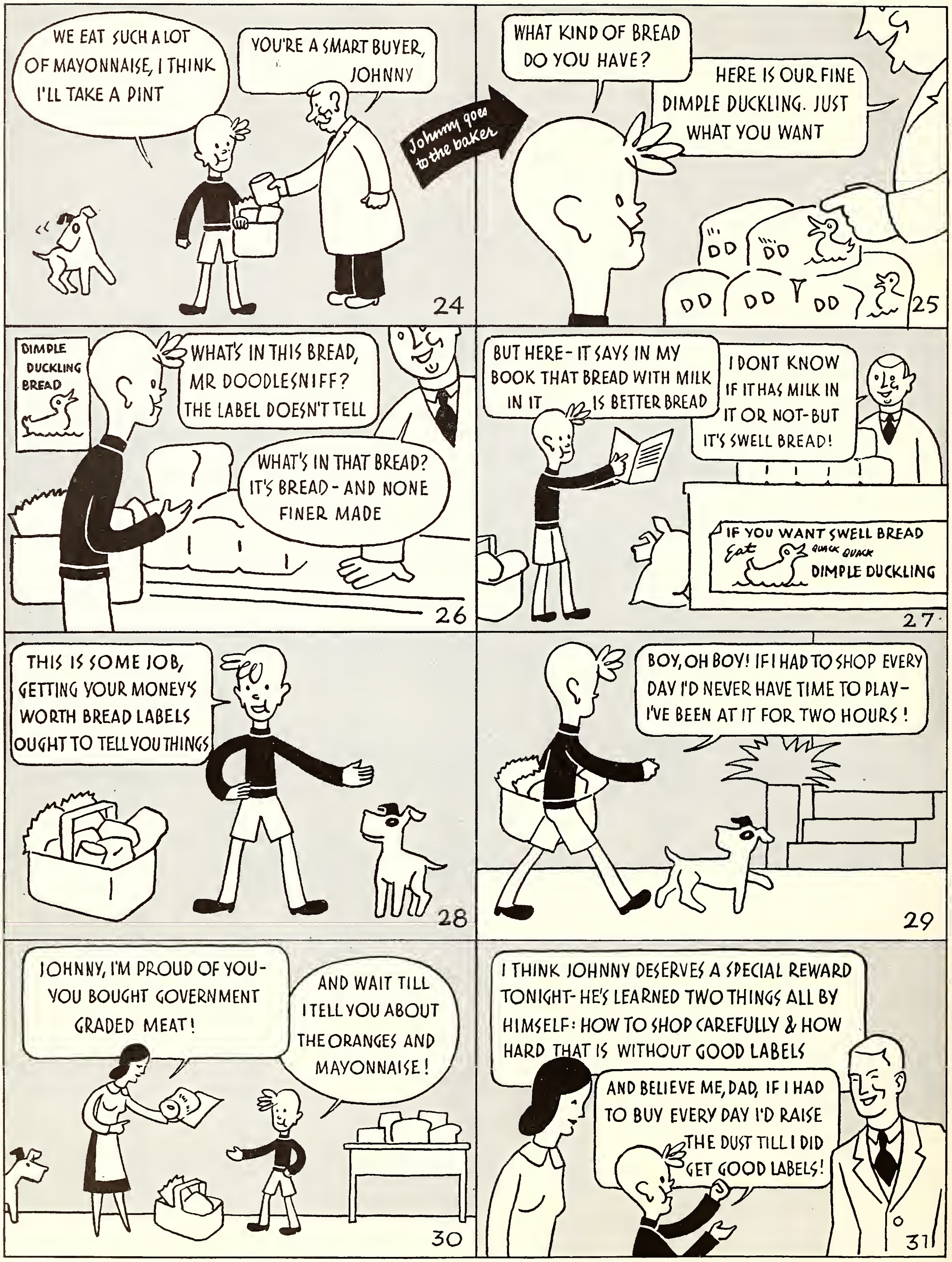
After 20 minutes, see who has thought up the most foods.

The Adventures of Johnny Consumer


JOHNNY, SUPPOSE YOU DO THE FAMILY MARKETING TODAY. LET'S SEE HOW SMART A BUYER YOU ARE
HOW TO BUY
GEE! THAT'LL BE FUN. JUST WATCH ME!
1
BEST
MARVELOUS
ACE
I WONDER WHICH STORE I SHOULD BUY IN. THESE SIGNS HAVE ME ALL MIXED UP. LET'S SEE WHAT MY BOOK SAYS
SHOP AROUND
COMPARE PRICES • COMPARE QUALITY
2
WELL, HERE GOES–GUESS I'LL TRY THIS STORE
Oranges BIG SALE!
3
I'D LIKE A DOZEN ORANGES, FOR ORANGE JUICE, PLEASE
HERE ARE SOME FOR 20c AND THESE FOR 25c ARE MUCH BIGGER
4
BUT WILL I GET 5c WORTH MORE JUICE FROM THE BIG ONES?
OH! I KNOW YOU'LL GET LOTS MORE JUICE, BUT I DONT KNOW WHETHER YOU'LL GET 5c WORTH MORE
5
THEN I'LL TAKE A HALF DOZEN OF EACH SIZE & WHEN I GET HOME I'LL MEASURE THE JUICE AND SEE WHICH SIZE IS THE BEST BUY.
HERE YOU ARE, JOHNNY
6
I NEED SOME CANNED PEAS, TOO WHICH KIND SHOULD I BUY, MR. FOREMOST?
WELL, HERE ARE 12 BRANDS, ALL GOOD
7


THEN DO THEY ALL COST THE SAME?
OF COURSE NOT. SOME ARE 18c, SOME 15c, SOME 11c
8
YAWN
IT SAYS HERE PRICES DONT ALWAYS TELL YOU QUALITY. I GUESS I'LL BUY WHERE THEY SELL QUALITY GRADED PEAS
PICKLES
9
MAYBE THEY HAVE THAT KIND OF CANNED PEAS, HERE
Brown
10
MR. BROWN, CAN YOU HELP ME? WHICH ARE THE BEST CANNED PEAS TO BUY?
I'LL CERTAINLY TRY – WE HAVE SOME THAT ARE GRADE A, SOME GRADE B, SOME GRADE C
PEAS
11
WHAT DO GRADE A, B, AND C MEAN?
THAT LITTLE BOOK OF YOURS WILL TELL YOU
12
IT SAYS HERE "YOU GET WHAT YOU PAY FOR, IF YOU BUY BY GRADE"
13
THAT'S EXACTLY RIGHT. NOW GRADE A COSTS 18c, GRADE B COSTS 15c & GRADE C, 11c
MOTHER TOLD ME TO SAVE MONEY TODAY GUESS I'LL TAKE ONE CAN OF GRADE C
A
B
C
Johnny hunts a butcher
14
Super Fancy Meats . . .
TWINKLES
ALWAYS BUY GOVERNMENT GRADED MEAT
15


WHAT CAN I DO FOR YOU, JOHNNY?
MY MOTHER WANTS 2 POUNDS OF TOP ROUND STEAK–PLEASE GIVE ME "U.S. GOOD GRADE
16
DOES IT SAY "U.S. GOOD" ON THE MEAT? MY BOOK SAYS TO LOOK FOR THE QUALITY GRADE MARK
ALL MY MEAT IS GOOD MEAT, JOHNNY
28¢ LB
17
MY MEAT DOESN'T HAVE TO HAVE A QUALITY STAMP–JUST TAKE MY WORD!
I'M SORRY, MR. TWINKLES BUT I'D RATHER BUY THE KIND THAT'S GOVERNMENT QUALITY GRADED
18
Johnny hunts & hunts till he finds Mr Jollypop
I HAD A HARD TIME FINDING YOUR STORE, MR JOLLYPOP–WILL YOU SHOW ME YOUR DIFFERENT GRADES OF ROUND STEAK?
GLADLY–WE CARRY "US GOOD" AND "US COMMERCIAL"
19
WHAT DO THEY COST, PLEASE?
"U.S. GOOD" GRADE COSTS 27¢ A LB. "U.S. COMMERCIAL" COSTS 24¢–IT ISNT QUITE SO FATTY. TELL YOUR MOTHER TO COOK IT SLOWLY, AND SHE'LL HAVE A FINE DISH
20
THANK YOU, MR JOLLYPOP–I'LL TAKE 2 LBS. OF THE "U.S. COMMERCIAL"
SOME DAY, TRY OUR CHEAPER CUTS–THEY MAKE GOOD MEALS, TOO
21
GEE, THESE GOVERNMENT GRADES CERTAINLY HELP YOU NOW FOR SOME MAYONNAISE
WHAT SIZE? WE HAVE SOME FOR 17¢ AND SOME FOR 25¢
22
LET'S SEE, I CAN GET ONE PT FOR 25¢ OR TWO ½ PTS FOR 34¢ I'D SAVE 9¢ IF I BOUGHT THE PINT
23


WE EAT SUCH A LOT OF MAYONNAISE, I THINK I'LL TAKE A PINT
YOU'RE A SMART BUYER, JOHNNY
24
Johnny goes to the baker
WHAT KIND OF BREAD DO YOU HAVE?
HERE IS OUR FINE DIMPLE DUCKLING. JUST WHAT YOU WANT
DD
25
DIMPLE DUCKLING BREAD
WHAT'S IN THIS BREAD, MR DOODLESNIFF? THE LABEL DOESN'T TELL
WHAT'S IN THAT BREAD? IT'S BREAD - AND NONE FINER MADE
26
BUT HERE - IT SAYS IN MY BOOK THAT BREAD WITH MILK IN IT IS BETTER BREAD
I DONT KNOW IF IT HAS MILK IN IT OR NOT - BUT IT'S SWELL BREAD!
IF YOU WANT SWELL BREAD Eat QUACK QUACK DIMPLE DUCKLING
27
THIS IS SOME JOB, GETTING YOUR MONEY'S WORTH BREAD LABELS OUGHT TO TELL YOU THINGS
28
BOY, OH BOY! IF I HAD TO SHOP EVERY DAY I'D NEVER HAVE TIME TO PLAY - I'VE BEEN AT IT FOR TWO HOURS!
29
JOHNNY, I'M PROUD OF YOU - YOU BOUGHT GOVERNMENT GRADED MEAT!
AND WAIT TILL I TELL YOU ABOUT THE ORANGES AND MAYONNAISE!
30
I THINK JOHNNY DESERVES A SPECIAL REWARD TONIGHT - HE'S LEARNED TWO THINGS ALL BY HIMSELF: HOW TO SHOP CAREFULLY & HOW HARD THAT IS WITHOUT GOOD LABELS
AND BELIEVE ME, DAD, IF I HAD TO BUY EVERY DAY I'D RAISE THE DUST TILL I DID GET GOOD LABELS!
31

Budgeting for Bicycles

Every budget won't produce a bicycle, but Bob's family found a way to help him get his after they put their heads together

LET'S TALK about Jimmy, first.

If he's asked for a bike once he's asked for it a hundred times and each time the answer has been the same.

"We just can't afford it," his father and mother have insisted.

Jimmy is a good-natured kid. He isn't much for nagging his parents, but just the same any fellow wants to know why, when they say "no soap" on anything as important as a bike. When he did ask why, Jimmy would get this answer, "We just haven't got the money," and it would end there.

You can imagine Jimmy isn't very much enlightened by an answer like that. It's hard to understand why your family hasn't enough money for a bike when you always have plenty to eat, a warm house and clothes that look just as good as the next boy's and even 15 cents a week for extras.

Jimmy can't be blamed too much for thinking: "Gee, if they've got money for all that stuff, they certainly must have money enough for just a bike."

Now there's another family with a son very much like Jimmy. At least he is enough like him to have his heart set on a swift, strong bicycle. This boy's name is Robert.

Robert's parents are a lot like Jimmy's parents, too. At least they are enough like them to have to watch how they spend their money.

But one night after dinner when the last glass was back on the shelf and the kitchen was neat as a pin, Bob and his mother and his father cleared off the living room table and pulled up their chairs to have a family council.

Bob's father spread out on the table some books and papers full of long columns of figures which reminded Bob of arithmetic—not his favorite course. For a moment, Bob had a sinking feeling, but then he remembered this wasn't an arithmetic class, but a strategy meeting for finding the shortest distance between him and a bicycle.

First thing his father did was clear his throat—"Huck, huh, huh"—like the principal at school at the beginning of an assembly speech. Then he spread out a book called "Household Accounts."

"Bob," his father said, "the parents of most of the other boys who have the same allowance you have are probably getting along just about like us. Every frill we want has to be planned and saved for, so it won't take away the milk you need, and the dentist appointments we all have to have, and other important things like that. That's why we keep the account book."

Then Bob's father started to show him, in the account book. Each page was a series of ruled columns. Each column had a heading at the top. First came the date; then came a column headed "Income." Each week, Bob's father wrote down how much wages he earned. That was all the money the family had for all its expenses.

Across the page were columns for all the different kinds of expenditures: food, rent, clothes, household expenses, personal expenses, medical care, recreation, gifts and church, savings.

Each day, Bob's mother or his father wrote down the money they had spent on these different things. At the end of each week and each month, they added up expenses.

MORE THAN a million boys and girls who live mostly in the country or in small towns are learning through 4–H Clubs, helped by the Cooperative Extension Service, how to use their "Heads, Hands, Hearts, and Health" to make themselves strong and their communities better places to live in. Every member carries out some project in farming or homemaking during the year. This group of Massachusetts 4–H Club boys and girls planted a school garden and raised lots of fine vegetables which they canned for next winter's school lunches.

NEXT TIME you plan an excursion, see if there is a National Forest somewhere near enough for you to visit. Consumers' Guide will tell you where they are located. Uncle Sam owns 227,000,000 acres of woodland. Millions of these acres are reserved for playgrounds for you and everybody else. Some of the trails through the forests and over the mountains have been built by Boy Scouts. In fact, that is just what the Boy Scouts in this picture are doing in Utah. They're getting a first-hand taste of what pioneer life must have been like.

THEN HIS FATHER OPENED A SECOND book—called the Budget Book. There he showed Bob how he had planned what their monthly expenses would be in advance, by looking up the corresponding month's expenses in last year's account book, going over them to see what could be pared down, and what might be increased, then using those figures as the pattern for planning this year's budget.

By keeping accounts and budgeting, he told Bob, they had been able to save more the second year, and they had been able to increase the amount they had for medical care. When Bob remembered the long time it had taken to finish paying the doctor when he had his tonsils out a couple of years back, he realized how important that was.

"But, father," he said, "I still don't see how I can get a bicycle."

"Mother and I aren't sure we see, either," his father answered. "That's what we're all going to figure out right now."

Then Bob's mother chimed in. She said the first thing to do was to decide how long Bob could wait for the bicycle. It was already late in October. Winters in Massachusetts, where Bob lives, are mostly snow and ice, so they thought April would be a good time to buy the bicycle. That left November, December, January, February, and March to build up the capital they needed for their purchase.

Next thing they had to do, of course, was find out how much the wheel would cost. Bob said the kind he had his eye on would be about $20. That gave them a rough figure to start with, but they all agreed that Bob's first job was to find out all he could about different brands of bicycles, and then pick out the one which seemed to be the best for him.

BOB SAT TIGHT WHILE THEY MADE THESE plans, but what he was waiting to find out was where that $20 was going to come from.

When his father asked him what column of the budget book would be the place to look for bicycle funds, Bob guessed right. He named the one headed "Recreation." When they looked at that column in the budget book, Bob gave one awful gulp. He may not have been overfond of arithmetic but it didn't take him long to figure that the weekly half-dollar allotted for pleasure, even if it were spent for him alone, wouldn't buy him a bicycle by April. .

Then his father explained that that was just the budget, and the account book might show that they'd been spending less than that. Bob didn't see how they'd have much left over and his hunch was right. They'd just managed to keep within the budget figure right along.

Bob, himself, had the next idea. He thought maybe they had some money left over on other kinds of expenses. Perhaps they'd spent less on clothes or household expenses than they'd budgeted for. Bob's mother was quite excited when Bob thought of that. She had no idea he'd understand their complicated finances so quickly.

Next half an hour was spent checking all the items in the budget for the past months against the amount they'd actually spent for those things during the same time. When they checked and double-checked everything they found an extra $5 that had piled up through the year.

For the first time in his life Bob realized how hard it was for his mother and father to give him and the family the life that ran so smoothly for him. He wasn't a softy, but he couldn't help feeling that it was pretty selfish to ask them to spend every extra cent they had for a present for him. So he said, "You know, mother, I don't really need a bicycle." And even as he was saying it he hoped against hope that they wouldn't take him up on it.

But they didn't, wonder of wonders. Instead, his mother said, "Bob, you'll have the bicycle for a good many years. Maybe you'll have to find one that isn't brand new, but I think you should have it." And Bob's father said, "I'm for it, too. We'll put the $5 toward it. Then, Bob, you'll have to do some sacrificing, too. First and hardest, it means you'll have an awfully slim Christmas—unless Santa Claus is a magician."

"Well," said Bob, "the bicycle will be Christmas—Christmas in April's all right with me."

"And then," his father went on, "you'll still have to find some more money somewhere. That $5 and half of the $10.50 budgeted for recreation money from now until April won't buy the bike you say you have your eye on."

"That's something I'm going to work on. You wait and see."

As it turned out, the snow and ice that made Bob's bicycle a perilous vehicle in winter also gave him the chance he needed to earn some of the money he was going to need to buy it. A careful canvass of the town in which he lived turned up five steady customers for snow shoveling. Sometimes there'd be others besides. Each time there was a good snow fall he'd make 10 cents clearing the snow off the sidewalks of his customers. Besides, he saved $1.05 out of his 15 cents a week allowance.

WHEN THE FAMILY GATHERED AROUND the account books for their regular monthly budget night early in April, Bob had plenty to tell them.

First he let them get started on the review of the month—which was the name they had for the going over they gave their expenditures. He added up the expense columns while his parents talked over their April budget, deciding on how they were going to divide the money for different needs.

Then they all put their heads together to see how they'd made out for March. They checked each amount in the budget against the similar item in the expense column, just the way they'd done when they were looking for left-over money to devote to his bicycle.

This time they were going to put left-over money aside toward the purchase of a new spring suit for Bob's mother. When they found $2 unspent for food for the month, Bob and his father joked about it. They said his mother had been starving them to buy a spring coat. His mother said to his father, "When you stop bursting the buttons on your vest every week, then you can say I'm starving you." They all laughed about that.

After they'd cleared away their regular work, Bob got started on his bicycle. He had a paper with all of his calculations written out. First he had the cost of the bicycle he'd selected—$20. Over against that, he had listed the cash available for purchasing the bicycle. There was the $5 the family had agreed to put towards the bike on their first night of planning; then $5.25 which was half of the recreation money they had also agreed to set aside for the bicycle. Finally Bob produced from his hip pocket $9.75, the money he had earned and saved.

When they showed surprise that he had been able to make so much himself, he told them, "You haven't seen anything yet. You just wait," and went on to describe the bicycle he was going to buy.

"You know how I went about this?" he asked. "I went and got all the stuff I could find about bicycles. I read it all and I found out what kind of bicycle I needed.

"I had plenty of time to look around and I talked to the guy in the store so many times he finally agreed to put a better seat on the one I want without charging any more. Guess he wanted to get rid of me."

"Well, have you bought it already?"

"No, but whenever you say so, I can get it in 10 minutes."

Buns and Butter

A story, not just about girls and buns and butter, but about all of us when we try to make things worth more by making less of them

BUTTERCUP UNDER THE HILL was not—as you have already guessed—a flower. Nor was it even a famous lady who sings a song about herself. Remember?

Buttercup Under the Hill was a village. Furthermore, it was a special kind of village.

Only 10 people lived there, and every one of those 10 people was a girl.

On the face of it, that sounds absurd. But it was true.

And here's another strange thing about this village: when the people in it worked, all that they did was to make butter and buns. (Somebody must have seen to it that their houses got patched up after it rained, and that new dresses arrived after old ones wore out. We don't know about that.)

What we do know is that the 10 girls living in Buttercup Under the Hill were the best makers of butter in all the country, but they were very poor bakers of buns.

This discouraged them greatly.

"What's the use," they said to each other, "being the best butter makers in the world if you have to eat this delectable stuff on the worst buns in the world?"

One day when their buns came out of the oven all burnt, a stranger arrived in their village.

This was an event. Strangers had never been known to pass that way before. This stranger, even more strangely, was a girl very much like themselves. And she talked the same language. That made things easy.

They invited her in. Very quickly, thanks to the dozens of questions they asked, they discovered the stranger's name was Toothsome, that she came from a village on the other side of the mountain, that her village was called Cinnamonbun in the Vale, and that 9 other girls like herself lived there.

"Umm," said Delicious, who was the leader of Buttercup Under the Hill, "what do you do in your village?"

"We make butter and buns," replied Toothsome.

All the girls laughed that there could be a village so close doing just what they did.

"The trouble with us," said Toothsome, "is that we make such miserable butter. But we think our buns are good."

"And the trouble with us," said Delicious, "is that we make such miserable buns. But we think our butter is good."

At that, Toothsome pulled back the napkin that covered the basket she carried and asked everyone to look in.

There were some buns, only a few, but the most delectable looking things that ever were. Golden brown, light, puffy, and brushed over the top with cinnamon and sugar.

The stranger passed them around. Everyone agreed they tasted even better than they looked.

As a thank you, all the girls offered the stranger some of their butter. It was truly the best butter she had ever eaten.

In a flash, Toothsome, the stranger, had an idea. "How about trading?" she asked. "You spend your time making butter, we spend our time making buns, then we trade between us."

Everybody put their heads together and agreed this was a brilliant idea.

Next day, Toothsome led the whole village of Buttercup Under the Hill up to the top of the mountain and down again on the other side to her village, Cinnamonbun in the Vale.

They were entranced with the reception they got.

In very short order, Toothsome's idea was explained and a trading agreement was arrived at. The 2 villages decided to set up a store at the top of the mountain, and every day at 12, noon, each village would send one representative to the store to trade her village wares with the other.

They figured out how much butter and how many buns they would trade.

The Buttercuppers decided that if they got up with the sun each morning (which is what they did regularly anyway) and worked steadily until noon, they could make 20 pats of butter, each one just the right size for a bun.

The Cinnamonbunners agreed that if they did the same they could make 20 buns, each one just the right size for a pat of butter.

Between them, they agreed to swap a pat of butter for a bun, and to trade 10 of each every day.

EVEN THE BOYS and girls join in making and working out new plans for farms and home living in the families—nearly 600,000 of them—who are getting a new start in life with the help that the Farm Security Administration gives through loans, grants, and expert planning help. These boys are working in the community shop at Ashwood, S. C., learning how to repair farm machinery and tools.

After a jolly time together, the Buttercuppers returned home over the mountain.

Next morning at sun-up both villages fell to work with vim and vigor, the Buttercuppers making butter, and the Cinnamonbunners making buns. At 12, noon, they had their baskets packed, one with 10 pats of golden butter, the other with 10 luscious buns.

Delicious and Toothsome had been selected to be the traders. So off they went with their baskets to climb to the little store at the top of the mountain.

By 1 o'clock, Delicious had returned to Buttercup Under the Hill. She was as happy as a jerboa. By 1 o'clock, Toothsome had returned to Cinnamonbun in the Vale. She was trilling like a nightingale. Everything had gone off beautifully, and each village had a merry time as everybody devoured the best buns and the best butter in all the world.

Days and days passed, and the plan worked beautifully. Then one day, 2 of the Buttercuppers got a mischievous idea. Before the sun was up, they stole away from their village to play in the stream that ran through their valley. They didn't stop to think what inconvenience that might be to their village mates.

When the sun came up, the 8 remaining girls couldn't figure out what had happened to the missing 2, but there was no time to go in search of them. They had to make butter.

The 8 remaining girls worked hard all morning but by the time noon had arrived, they discovered all the butter they had made was 16 pats.

They debated whether to send the usual 10 pats to the store (that would leave them only 6), or to send half of the 16. The decision was to send 8, because that seemed fairer.

When Toothsome arrived at the store on the top of the mountain, she put her basket on the counter and lifted out her 10 buns. Delicious put her basket on the counter and lifted out . . . only 8 pats of butter.

"But why," asked Toothsome, "only 8 pats of butter?"

Delicious explained it wasn't really their fault. Two of the girls had disappeared, and the rest didn't have time to go look for them, and all they could make in a morning were 16 pats.

It took a good deal of explaining, but Toothsome finally agreed to accept the 8 pats for 10 buns. So they separated and returned to their 2 villages.

When Toothsome returned home, she explained what had happened. The girls in her village didn't like it much, getting only 8 pats of butter for 10 buns, but because the butter was so perfect, they decided to overlook the matter. Maybe the 2 girls missing from the other village would turn up, so matters would correct themselves the next day.

When Delicious returned home and showed the 10 buns she had been lucky enough to get in exchange for 8 pats, all the girls were delighted with their good fortune, and when the 2 runaways showed up later in the day they weren't scolded at all for having run away.

Not having any butter made them slightly sad, but the 2 runaways agreed that a bun and no work all day had its points.

This gave another girl an idea. "Why don't we take turns running away for the day?"

And that's just what the villagers in Buttercup Under the Hill decided to do.

Next day, the 2 traders met again at the store at the top of the mountain. Again they counted each other's wares. Again there were only 8 pats of butter, but 10 buns.

Toothsome was dumfounded. She asked, how come? Hadn't they found the 2 missing girls? Yes, they had, but 2 more had disappeared that morning.

Things were coming to a pretty pass, Toothsome thought. Somebody ought to be stern with the runaways. Delicious thought hard to answer that one.

Finally she said, "But, you see, with only 8 of us to make butter, all we *can* make are 16 pats. We like our butter as well as you do. Suppose we kept 10 pats for the 10 buns you are willing to trade. Then you would get only 6. So you see you are not really nearly as badly off as you might be."

Toothsome thought long about this, and finally decided it was better to settle for 8 than run the risk of getting only 6 the next day, because the people in her village certainly did think this was the best butter in the world.

Delicious returned to her village and told everybody about her conversation.

Everyone agreed she had been a wonderful trader. Maybe now the other village would admit that the Buttercup butter was worth all the buns they had, and they would stop arguing about it.

That afternoon the latest 2 runaway girls returned home, full of sparkle and fun.

They started eating the buns that had been saved for them. While they ate, Delicious told them what had happened that day at the top of the mountain. Hearing this conversation, one of the 2 runaways got an idea.

"Since the Cinnamonbunners seem so very

PUTTING IDEAS into soap is fun, as the expressions on these children's faces tell. But sculpting in soap is just one of more than a score of educational and playtime activities children enjoy in Farm Security Administration communities and camps across the country. Sometimes, FSA supplies teachers. More often, instructors come from the Works Progress Administration.

anxious to have our butter, and continue to give us 10 buns for 8 pats, why should we go without butter? Tomorrow, let's keep 10 pats for ourselves, and just send up 6."

Another girl said, "Then, that way, we could *all* have butter and buns, and still 2 of us could play all day."

There was much talk this way and that about the new idea, but by the time the sun had gone down, everyone had agreed they would try it out next day.

AND SO IT WAS THAT AT 12:30 P. M. next afternoon, at the top of the mountain, when the 2 traders had spread out their wares on the counter, Toothsome discovered only 6 pats of butter.

She stamped her foot. This was dreadful, she said. Six pats of butter for 10 buns! "How would you like it," she asked Delicious, "if I took back 4 of our buns?"

Delicious said she thought that would be very stupid, because the Cinnamonbunners already had 10 buns, and they couldn't possibly eat 14. Those extra 4 buns would just have to be thrown away.

"Of course," she added, "if you don't appreciate our butter, I'll have to report that to my village."

This scared Toothsome, because she knew, however little butter she was able to get, every pat was precious. So very quickly she agreed not to continue the conversation but accepted the exchange, much as she hated having to go back to her village and show, this time, only 6 pats.

What a to-do there was a half hour later when Toothsome returned to Cinnamonbun in the Vale! Questions and dark looks and stamping of feet spattered all over the place.

First it had been 10 pats of butter for 10 buns. That had been all right.

Then there had been 8 pats of butter for 10 buns. That wasn't all right, but they had forgiven Toothsome on account of the story about the runaway girls.

But now here were 6 pats of butter for 10 buns! Really, that was intolerable.

"Maybe," said Toothsome, "you should send up somebody else who can drive a better bargain."

They thought about that for a while, but presently one of the girls said what was the use switching traders.

"After all, if Delicious offered only 6 pats, and Toothsome brought back all 6 pats, what better bargain *could* she drive?"

"I know the answer to that one," said another girl. "Just give Delicious 6 buns for her 6 pats of butter."

Toothsome said that was just what she had threatened to do, but Delicious had replied what use were those extra 4 buns to us. "After all, we have all the buns we can eat, without those extra 4."

Everybody, but one girl, nodded her head at this observation. Then this girl spoke up. She had been silent until now, but she had been doing a lot of thinking.

"It seems to me," she said, "the way to take care of this situation is very simple. Tomorrow, let's all agree not to make so many buns. Two of us can run away and play, just the way they do in that other village. We'll send up just 6 buns, and keep 10 for ourselves. Then maybe they won't think their butter is so precious they can give us less and less of it for our delectable buns!"

There was much talk about this new idea, pro and con, but finally the village, meeting in council, decided to adopt it.

Next day the traders met as usual. This time the butter trader again brought 6 pats, but to her immense surprise the bun trader also brought 6 buns.

"And now," said Toothsome, "now *you* can see how it tastes to have too much butter for your buns, just as you made us discover how it tastes having to eat buns without butter."

That was the beginning of serious trouble between the 2 villages. Each village, out of annoyance at the other, cut down on the amount of delectables they were willing to make and exchange. Every time they cut down, more girls had more time to play, but against that pleasure they had the discomfort either of having less and less butter on their buns, or having less and less buns on which to spread butter.

Finally, one day, the 2 traders reached the store at the top of the mountain with only 1 pat of butter and 1 bun to trade.

THEY LOOKED AT EACH OTHER. SUDDENLY, instead of being very haughty and distant as they had been for days, they fell to laughing and laughing.

Toothsome said: "Don't you think this is a very silly business?'

Delicious said: "It's the silliest business I ever heard of. If I take just 1 bun back to my village, everybody will get terribly ill piling all the butter we have on 1 bun!"

"And if I take back just 1 pat of butter," said Toothsome, "my village will just not eat the buns we have because they'll be so dry."

Instead of rushing back home right away, the 2 traders sat down on a big rock at the very tip of the mountain. From this high point they could look down on both villages. They were such charming villages, sprinkled all over with flowering trees and bushes.

"It's all so beautiful, isn't it?" said Toothsome.

"Yes," agreed Delicious.

"But the people who live down there are so stupid!" said Toothsome.

"None of us started that way, though," said Delicious.

"That's true," said Toothsome. "Maybe we can make everybody stop being stupid."

"Let's try," said Delicious.

"Maybe the best way to start," said Toothsome, "is just for you and me to eat this 1 pat of butter and 1 bun."

"Then when we get home they'll *know* how silly they've been," said Delicious, "because in your village they'll have nothing but buns to eat, and in my village they'll have nothing but butter to eat."

SO IT WAS, AS THEY SAT ON THE BIG STONE at the top of the mountain, these 2 young traders with the aid of a clean twig spread the 1 pat of butter on the 1 bun. They split the bun in half, and each ate a half.

After the last crumb had disappeared the girls got up, shook hands, and vowing they were going to persuade their own village to stop being nonsensical, they promised to meet the next day at the little store and report on their success.

In a flash, they were off, each racing down the mountain as fast as she could to her own village.

You never heard such talk as there was in those 2 villages that afternoon.

It started as soon as the traders arrived back without a single bun or pat of butter, and it kept up until the very last pink cloud had turned to gray.

By the time the first star had come out both villages had agreed with their traders that they had been about the stupidest people who had ever lived and that tomorrow they were going to start all over again, as they had at the beginning, making all the butter and buns they could and exchanging half of each for half of the other.

The sun was spitting sparkles of light next day when the 2 traders neared the store at the top of the mountain.

As soon as they saw each other, they ran as fast as their heavy baskets would let them. They were almost out of breath when they reached the counter of the store at exactly the same time.

"Look!" said Delicious.

"Look!" said Toothsome.

Each of them snatched the napkin off her basket, and there inside of one basket were 10 pats of golden butter, and inside of the other were 10 crispy puffy buns.

JUNIOR CONSUMERS' GUIDE

This number of Consumers' Guide is for boys and girls who want to have a part in working by themselves and with their families toward a safer, healthier, wiser world.

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D. E. Montgomery, *Consumers' Counsel.*

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CONSUMERS' GUIDE

ANUARY 15, 1941

COTTON

CONSUMER CLINICS

JUNIOR BOOKSHELF

POTATOES

CONSUMERS' GUIDE

JANUARY 15, 1941 VOLUME VII, No. 8

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A Statement BY MISS HARRIET ELLIOTT, *Consumer Commissioner, National Defense Advisory Commission.*

THE GREAT CHALLENGE to the United States today is not alone a challenge to our force of arms; it is a challenge to our ability, to make our democracy and our economy produce and distribute plenty. The problem of maintaining and strengthening living standards is basically a problem of production. The question we face is, "Can we so organize and utilize our resources as to produce enough, not only for our greatly expanded armed forces, but for our civilian population as well?" If we allow our basic living standards to be impaired and our steps toward raising substandard levels to be checked while we still have unused resources that we could put to work, we shall deserve the taunts of the totalitarian powers that democratic societies cannot be efficient in the modern world. In the defense of our Nation we cannot let that occur; we cannot let any lack of courage, imagination, or ability to organize our productive resources bring us defeat. We cannot let any fear or uncertainty about our ability to meet the problems of the post-emergency stand in the way of victory on the home front today.

Let me stress President Roosevelt's words on this subject: "I would ask no one," he said, "to defend a democracy which in turn would not defend everyone in the Nation against want and privation. The strength of this Nation shall not be diluted by the failure of the Government to protect the economic well-being of all citizens. . . .

"Our defense effort must not be blocked by those who fear the future consequences of surplus plant capacity. The possible consequences of failure of our defense efforts now are much more to be feared. . . .

"After the present needs of our defense are past, a proper handling of the country's peacetime needs will require all of the new productive capacity—if not more. . . .

"No pessimistic policy about the future of America shall delay the immediate expansion of those industries essential to defense."

That statement needs no interpretation.

In order to defend our democracy by securing our living standards, it is not enough merely to hold production of civilian goods at the level at which it was when the defense program was undertaken. Before the defense program was in operation, sufficient goods were not being produced to meet the needs of the civilian population. The suggestion has recently been made that consumption be reduced during the emergency in order to provide what is called a "backlog of unsatisfied consumer demand" with which to stimulate business activity after the emergency. The unsatisfied consumer demands of the past and present are forgotten in such a suggestion.

WE HAVE RESOURCES WHICH WE MUST use fully and effectively to produce both the necessary military supplies and consumer goods. When the defense program was undertaken, there was great under-use of existing productive capacity.

There are three easy ways and one hard one by which coordination of military and civilian needs and the general adjustment of our national economy to the defense program could be met. But only one of these methods, the hard way, is fully consistent with the democratic concept of total defense.

The easiest way, of course, would be to let shortages develop and let the consequent rising prices select the consumers with enough income to pay for the reduced supply.

The next easiest way is to impose priorities. This we shall do, and are doing where necessary, to insure military supplies. But priorities are no substitute for production. They are only devices to use temporarily while we get the necessary production, or, in a few cases, where there are actual shortages of raw materials which cannot be secured by any means. When and where priorities are necessary, adjustment of consumer purchasing may be required and will be appropriate.

A third way to adjust the impact of the defense program is to decrease consumer demand by reducing consumer purchasing power through taxation, or other means. Great Britain has used this method under stress of its extreme war emergency, but the present situation in this country does not call for such measures.

These are the 3 easier ways of meeting the demands on productive capacity placed by the defense program. Rather than accept these measures as substitutes for efforts to produce the goods that go to make up our standards of living, we must choose the hard way—getting production—as the only one that is fully compatible with the defense of our democracy. We must direct our best ingenuity toward keeping up production through the most efficient use of existing capacities, and the expansion of such capacities as far as our resources permit; we must create the economic conditions favorable to the maintenance of such production. In the manner in which the production and purchase of military supplies is directed; in the manner in which business is conducted; in the manner in which consumers direct their expenditure; and in the manner in which local, State, and Federal governments provide consumer services that are publicly available—in all these ways the conditions for maintaining supplies of consumer goods are being established.

The maintenance of living standards calls for consumer income to stimulate production, price stability to insure that real income is not reduced through rising prices, action by producers and merchants to make and distribute the goods which are needed and by consumers to direct their purchasing intelligently.

As consumer member of the National Defense Advisory Commission, I have a direct responsibility for seeing, as far as is within my power, that these conditions are met in the actions of Federal agencies, and through the cooperative action of business and consumers.

I have a responsibility (a) to insure that civilian needs are given as much consideration as possible in planning defense orders, (b) to cooperate in developing positive measures for the production of necessary civilian supplies, (c) to be concerned with maintaining and enlarging consumer income, and (d) to protect consumer buying power from being undercut by price advances.

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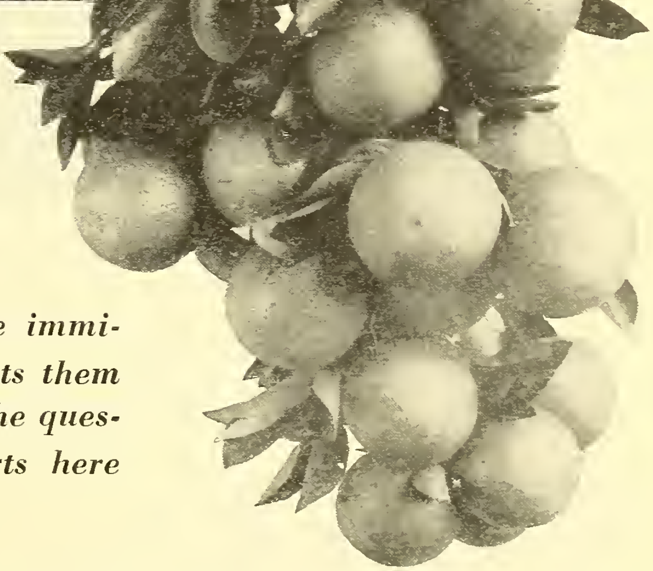
PHOTOGRAPHS: Farm Security Administration, bottom cover; pp. 5, 7 (right; Rural Electrification Administration, p. 9 (lower l.), p. 10 (top l.); U. S. D. A., p. 6.

COLUMBUS is supposed to have brought the first orange seeds to the New World on his second trip to America. Either Ponce de Leon or De Soto introduced the orange to Florida. Early missionaries carried the fruit north from Mexico into California in the 17th century.



A Citrus Saga

Citrus fruits, like most people now here, once were immigrants to our country. How they got here, who eats them and grows them, and what about them are some of the questions we answer in a series of articles which starts here

ORANGES HAVE BEEN TAMED, the juice domesticated, until today an orange out of the lunch basket or the orange juice at breakfast conjures up no images of sailing barques on 16th Century voyages of discovery, or of knights bent on crusading, or Mongol conquerors playing with oranges half way round the world.

In their time, however, oranges and other citrus fruits have been places, and even today they are central characters in a modern economic drama that includes citrus fruit growers who for decades have been increasing the amount of fruit they grow and want to keep on increasing it. Co-featured, you might say, in this contemporary drama are millions of Americans who would like to be citrus fruit consumers, but can't.

Now, drink your orange juice, and let's begin at the beginning.

CITRUS FRUITS ARE SUPPOSED TO HAVE grown originally on the slopes of the Himalayas between India and China. So far as is known they were first cultivated in China where Confucius in the 5th Century B. C. edited a book which referred to them. Christopher Columbus brought oranges, lemons, and citrons to this hemisphere on his second voyage. Either Ponce de Leon or De Soto dropped seeds in Florida, thus establishing citrus fruits there. Whichever one of these adventurers it was, the pips took hold quickly and by the time English settlers got to Florida there were already groves of sweet and sour oranges flourishing wild along the river banks and the shores of the inland lakes.

The great man in the history of California oranges was no conquistador. He was the Superintendent of the Botanical Gardens in (of all places) Washington, D. C. William Saunders knew a woman missionary in Bahia, Brazil. Turning his friendship to account, he wrote her and asked that she pack up some of the navel oranges trees which grew there and send them to him. When they finally arrived (there were 12 of them) he set them out in his greenhouses and began to study them along with his other plants. In the year 1873, still pursuing his studies, he sent 2 of the trees over the new transcontinental railroad to another friend of his, Mrs. Eliza C. Tibbets, in Riverside, California, suggesting that they ought to grow out in her country. One of these trees died; but the second one, which is alive now and still bearing fuit, has an honored spot inside an iron picket fence and a bronze tablet to commemorate it in its own lifetime. Most of the navel orange

GRAND-DADDY of some 9 million navel orange trees, the original "Washington" navel orange tree planted in California is still lusty enough to produce 4 boxes of fruit a year. The bronze tablet (left) which commemorates the planting of the tree back in 1875 remarks that the Washington navel tree was the most valuable fruit introduction yet made by the United States Department of Agriculture. Below are a few of California's 95,000 acres where descendants of the original Washington navel orange tree now grow.

trees in California today derive from this tree.

There were oranges in California before Mrs. Tibbets planted the 2 trees William Saunders sent her. The first commercial orange grove in California was planted on the present site of a railroad terminal in Los Angeles in 1841 by a Kentucky trapper who had grown tired of hunting. Before him Jesuit missionaries were growing oranges in California at least as early as 1804 and perhaps as early as 1634 when the first mission was established in California. Mrs. Tibbets' tree earned its bronze tablet because orange growing as an industry really took root on the West Coast with the adoption of the Washington navel orange.

Washington in the name of the Washington navel orange stands for Washington, D. C. When asked where she got her trees, Mrs. Tibbets could never think of the Brazilian town they came from. Instead she would say they came from Washington.

The mistake was one with a good precedent in citrus history. Citrus, the name for the genus of trees which includes the orange, the lemon, the lime, the tangerine, and the kumquat tree, is itself a mistake. Literally citrus means cedar. About 2,500 years ago a very bad Greek botanist saw a citrus tree for the first time and mistaking it for a cedar tree he called it a cedar tree in his native tongue and its fruit, cedar apples. The Romans unsuspectingly perpetuated the mistake in Latin, and hence citrus.

Citrus fruits are prized today mainly because it's known that they are an excellent source of Vitamin C, ascorbic acid, a specific remedy for scurvy.

Curative powers have been attributed to citrus fruits for a long time. A 14th Century English traveler who was a notorious liar reported that in Ceylon the natives anoited themselves with lemon juice to guard against crocodiles when they went swimming. Theophrastus, who wrote the first great botanical compilation some time around 310 B. C. reported that citrus fruit was an effective antidote against deadly poison and that it sweetened the breath. In Kiangsu in the 8th Century the ladies of the nobility played with mandarin oranges so their hands would be scented with their fragrance. In 17th Century England fops carried oranges both as a protection against the plague and as something to hold under the nose on stepping across an open sewer.

During the age of discoveries, when scurvy complicated seafaring, it was learned that the juice of limes and lemons prevented the scabrous eyes and the rotting gums characteristic of the disease. Learned doctors of the time, searching out the curative quality in the limes and lemons, decided finally that it lay in the acidity of the fruit. They ruled, therefore, that oil of vitriol, sulfuric acid, that is, a far more potent acid, would do the trick just as well. Oil of vitriol was a great deal less expensive than limes and lemons, so for a while sailors were dosed with vitriol and afflicted with scurvy too.

In the early 1700's, however, the British Parliament adopted a law prescribing lime juice for seamen in the British Navy. From then on, the antiscorbutic quality of citrus fruit was accepted, but it wasn't until about 1905 that a research worker discovered that the lack in the diet of something contained in green vegetables and citrus fruits caused the nutritional deficiency disease known as scurvy. Twenty-five more years elapsed before that something was identified as Vitamin C. More recently it has been learned that Vitamin C is a chemical compound which is relatively easy to prepare in the laboratory. Since its composition has been determined it has been called by the more precise name, ascorbic acid.

Diets which don't contain adequate amounts of ascorbic acid daily result eventually in bleeding gums, fatigue, a lowered resistance to disease, lack of appetite, tooth decay, and declining vitality which evidences itself in a slowness or inability to recover from injuries.

Besides containing really valuable concentrations of ascorbic acid, citrus fruits also contain less important amounts of Vitamin

B, and some minerals needed by the body. They are mildly laxative.

Ascorbic acid, which makes citrus fruits valuable, obviously, is only one of the many elements that are necessary in a balanced and healthful diet, and citrus fruits are only one of the sources of this nutrient (but an excellent source).

Armed with modern nutritional knowledge, there are experts who say that a great deal more citrus fruit should be produced and made available to the men, women, and children of America than is being produced and distributed now. For example, the 1940 Yearbook of Agriculture, "Food and Life," published by the United States Department of Agriculture, says that to maintain every American on a good diet it would be necessary to consume 70 percent more citrus fruit and tomatoes than are produced now.

People who are looking for signs of the times should put that statistic in their notebooks. Forty years or so ago an eminent expert in the science of nutrition deplored the tendency of wage-earning families to buy fruit and vegetables as soon as they could afford anything more than a minimum diet.

It didn't take learned doctors to prevent most people from eating citrus fruits in the last century. Citrus fruits just weren't available to any families except the very rich because there was no cheap way to get them from the semi-tropical regions, where they grew, to the centers of population. In 1859, a cargo of 300,000 oranges was loaded onto a vessel in Puerto Rico with New Haven their destination. By the time the oranges reached New Haven all except 90,000 of them had spoiled.

In 1865, the first refrigerated car was improvised, and in 1867 the prototype of the modern refrigerator car entered the fruit and vegetable carrying trade.

The transformation the refrigerated car effected in the American diet is best shown by comparing the citrus fruit bought by the family of a professional person in 1826–27 with the citrus fruits purchased by a similar family in 1926–27.

Food expenditures over an entire year for both families were approximately the same, the 19th Century family spent $916.40 for food during the year studied while the 20th Century family spent slightly less, $914.44.

Lemons were the only citrus fruit the 1826 family bought, $2.50 worth in all for the entire year, that is, 0.3 percent of the total amount of money the family spent on food.

The 1926 family, on the other hand, spent 3 percent of its food money on citrus fruit. It had on its table during the year, $22.16 worth of oranges, $1.80 worth of grapefruit and 33 cents worth of lemons.

Nor was the Vitamin C slack taken up by tomatoes, for the 20th Century family spent over 4 times as much on tomatoes as its 19th Century predecessor, $10.91 against $2.55.

The first time in history anyone ever took the trouble to get a picture of what most people in the country ate during a year was in 1935–36 when WPA funds and personnel were made available to a number of Government agencies including the Bureau of Home Economics and the Bureau of Labor Statistics to study the diet of American families, among other things.

An important fact disclosed was that citrus fruits do not yet appear in the diets of too many American families. Citrus fruits have ceased to be the peculiar adornment of the tables of royal families and merchant princes but they still don't appear regularly enough on the tables of at least 45 million Americans.

During a week in the fall of 1935, about 80 percent of the white non-relief families in New York and Chicago with incomes of less than $1,000 ate oranges. Very few (18.5 percent) ate grapefruit. About one out of 4 reported lemons in their diets in the season in which they are most popular, May through August.

Another set of figures compiled from the same study shows how the consumption of oranges and grapefruit tends to float up toward the higher income levels.

Non-farm, non-relief families with incomes between $1,000 and $1,500 ate almost 5 times as many oranges as did families with incomes of less than $500. Families with incomes of $5,000 and over, on the other hand, ate 2½ times as many oranges as the $1,000–$1,500 families, and more than 11 times as many oranges as the under-$500 families.

Grapefruit has an even stronger tendency to bob out of the reach of low income families. The under-$500 families had only one-sixth as much grapefruit to eat during the year 1935–36 as the families with incomes between $1,000 and $1,500, and less than one-twentieth as much grapefruit as the families in the over $5,000 a year class.

With figures like these available, it should come as no surprise to learn that after the refrigerator car the next most powerful blow ever struck for citrus fruit consumption was dealt by the Government agencies which since 1933 have been routing extra amounts of protective foods to the needy.

From 1933 to January 1, 1940, 7,089,000 boxes of oranges had been distributed through the Department of Agriculture's Federal Surplus Commodities Corporation, 4,893,000 boxes of grapefruit and 3,811,000 cans of grapefruit juice went to the same excellent purpose.

Since May 16, 1940, oranges and grapefruit have from time to time appeared on the Blue Stamp list, thus enabling needy families in cities where the Food Stamp Plan is in effect to buy these fruits with the blue stamps they receive free from the FSCC. From May 16, to December 1, 1940 Blue Stamp families bought $2,369,000 worth of oranges and grapefruit with their free blue stamps.

Citrus fruit consumption among low income families participating in the Food Stamp Plan goes up even when the citrus fruits are not Blue Stamp foods. What happens, of course, is that with the 50 percent increase in food purchasing power made possible by the blue stamps, families naturally increase the purchases of the foods they think they have been getting too little of. In Dayton, Ohio, during August and

[*Continued on page 14*]

REFRIGERATOR cars and the Federal distribution of surplus foods to the needy are the 2 big facts in a consumer history of citrus fruits. A way is yet to be discovered to get enough citrus fruit to all the consumers who need to have their Vitamin C supply jacked up.

COTTON farm families are going to spend most of the cotton stamps on household supplies if experience with city relief families is any guide. But there's no limit on the type of cotton goods they choose so long as the product is made of American cotton and in American factories.

Stamp Planning a New Way

ECONOMIC COUSIN to the shoeless shoemaker, the ill-clothed cotton grower, is going to have a chance to get $25,000,000 worth of cotton clothing and household goods in 1941.

Cotton stamps, supplied and redeemed by Agriculture's Surplus Marketing Administration, are going to perform this long overdue act of justice.

Stamps are the reward that cotton growers, cooperating in the Triple-A program, get for volunteering to produce less than their allotted amount of raw cotton this year.

They are a part of a triple-action aid to depression-gripped cotton growers that gives a lift along the way to the people who make and market cotton goods.

Unlike the Food Stamp Plan operating in more than 250 communities, or the regular Cotton Stamp Plan in effect in some 20 areas through the country, the stamps used in this 1941 supplementary cotton program are not going only to families receiving public assistance. Every cotton family is eligible to join whether it is a landlord or tenant or sharecropper family.

Here is the problem that the supplementary cotton program is aimed at:

There are 2½ million cotton growing families in 19 southern States.

Great numbers of them are poor, ill-fed, ill-clothed, and ill-housed.

Incomes from cotton, divided up, come to an average of only $80 a person per year.

Before the present cotton program more than 600 thousand Southern farms had no home gardens; more than 600 thousand had no milk cows; 800 thousand had no hogs; nearly 300 thousand had no chickens.

In a great region, fashioned by nature to produce almost anything that grows, a tragically large proportion of the farms were failing even to feed their own people.

Livelihood for these citizens of America has for generations come from cotton, and for years the cotton situation has been only this side of desperate.

Most simply it can be described right now by pointing to the 10½ million bales of surplus cotton now held in warehouses by the United States Government.

Prospects for making a living are obscured more this year than ever before by the smoke clouds rising from the war that's taking place across the Atlantic. So long as war continues the European buyers of American cotton who usually take 4 out of every 10 pounds our farmers produce, won't want more than a fraction of that.

Obviously a way has to be worked out to prevent a further clogging of warehouses with more surplus cotton.

A reduction in the number of acres devoted to cotton is in order.

Under the Agricultural Adjustment Act of 1938, the law the Triple-A administers, farmers and the Department of Agriculture have been working together to balance the production of cotton against the market for it.

Under this law farmers are encouraged to shift some of their acres from cotton growing, which wears out the soil, to the raising of other farm products which build up the soil. They are helped in adopting soil conservation practices on their land. Farmers are encouraged, too, to live at home, to plant kitchen gardens to raise the fresh fruits and vegetables they need in a good healthful diet, to get themselves a family cow so they can have the milk and the butter their families need, to raise chickens and pigs so their

Now cotton stamps are going to Southern families to lift some of the cotton surplus off their backs and put cotton goods on them

families can have meat, no matter which way the cotton market goes.

When the war broke out this program was gathering momentum.

Now war underscored the need to get everything moving twice as fast, and the supplementary cotton program speeds up the movement forward for the South's cotton growing families.

Under the cotton program, farmers have already agreed to plant just so many acres this spring. Now comes the Department of Agriculture and says:

"If you agree to reduce still further the amount of land used for cotton, you will receive an extra payment in cotton stamps.

"You can take these cotton stamps to the stores in your community and buy cotton clothes and cotton household goods with them. Or, if you prefer, you can buy cotton goods from certified mail order houses and mail the stamps in payment.

"Every family can earn a top of $25 worth of stamps, and $25,000,000 will be made available by the Surplus Marketing Administration to redeem these stamps. If you happen to be a farmer with more than one farm, or if you operate a farm with 2 or more tenants or sharecroppers, you can earn a top of $50 worth of stamps.

"This is how you earn your stamps:

"Suppose you planted 10 acres of cotton last year, and under the Triple-A program your share or 'allotment' of acres this year is 10. Suppose, too, that you decide to plant only 9 acres. An acre of your land ordinarily may yield 200 pounds of cotton. Then you would produce 200 pounds less than you would have produced under the regular cotton program. For each of these 200 pounds you forego producing, the Government will pay you 10 cents in cotton stamps. That makes a total of $20.00.

"In this way everybody, working together, will prevent more cotton piling up than can be sold at a decent-living price. Furthermore, each family cooperating will have an income in Stamps that can be turned into cotton goods.

"And here's something more: If you will take that acre or so you didn't use for cotton and use it in growing and storing food for your own family, you'll get, in addition, a small 'practice payment,' enough to buy seed for a garden, if you want to use it that way. That will make it easier to get started on a good diet plan for your kids.

"The Extension Service and the Farm Security Administration of the Department of Agriculture will show you how you can use your extra land to produce the best food you ever ate. They'll tell you, too, how to get the best buys with your Cotton Stamps."

Now some of the cotton surplus, which has been for years a burden on the back of cotton farmers, can be turned into clothes on their back instead.

Altogether it is estimated that this stamp program will take a 575 thousand bale bite into the cotton surplus, what with the increase in cotton goods farm families buy and the decrease in cotton grown.

OBVIOUSLY, THESE STAMPS ARE NOT AN outright gift to cotton growers. To earn $25 worth of stamps, they will have to forego the income they might have earned from selling the pounds of cotton they agree not to raise.

Against this loss, however, their gain comes not only in the cotton clothes they can buy and in the better diets their families can have, but in the extra shove downward given to the mountainous surplus of cotton which keeps batting the price of cotton on the head.

Nor are cotton growing families the only ones who will make a gain by this plan. Out of every dollar spent for cotton goods, some 85 cents of it goes to workers and all the people along the line from gins and mills to retail stores. Out of every dollar's worth of cotton stamps, the same will be true.

Nobody has yet found the kind of yardstick that measures the satisfaction, the well-being, or plain sense of joy, that new cotton clothes give to people who can hardly remember their last new clothes.

It takes time, but it is easier, to measure the new health and vitality that will follow from better balanced diets made possible by home gardens.

But without waiting for the statistical proofs to come in, these 2 returns give promise of offering something substantial and heartening to the lives of the 10 million people who live in want in the middle of America's richest lands.

LAND used to raise health-giving foods they can't buy instead of cotton they can't sell is the second gain Southern families can make under the new cotton program. Many farm family diets have a long way to go before they reach the safety line.

MORE THAN 10 million bales of surplus cotton which can't be sold do nobody any good. The new cotton program helps cotton farmers a third way by compensating with cotton stamps for not making that surplus any bigger this year.

NO GRADE on the label? Then you'd better check on the quality you get.

This Is the Way They Do It

It would take a thick book to record the achievements of more than a million farm women, organized in Home Demonstration Clubs, who are learning how to be smarter consumers, but here are a few samples of ways they worked at this job last year

CONSUMER CLINICS are something new under the sun—for most city consumers. That makes the city consumer about 20 years behind his country cousin. Rural consumers have had consumer "clinics" for more than a score of years to help solve their buying problems, learn better ways of running their homes, and get the latest facts on proper nutrition.

True, rural consumers don't call these group meetings where they learn to become better consumers "clinics." They call them Home Demonstration clubs. There are some 1,100,000 farm women who belong to Home Demonstration clubs. And clubs are operating in every farm county in the United States. Purpose of the Home Demonstration club is to show farm women how to meet their everyday homemaking problems. Advising and counseling these clubs is a modest staff of Home Demonstration agents and specialists whose salaries are paid from local, State, and Federal funds.

Every year Home Demonstration agents and specialists report activities of the previous 12 months of the Extension Service in the Department of Agriculture. Here are some flashes from those reports.

Alabama: Over 5,000 Alabama farm families followed "recommended methods" for buying for the home (not including foods and clothing) last year, the agent reported. Seven counties had programs under way, while many individual requests for help in buying came in, particularly for electrical equipment.

California: Coats went under the spotlight in a series of meetings in San Benito County. Workmanship, fabric, style, and cost were considered. Club members thought these questions should be asked before buying a coat: What type do I need? Is it for dress, sports, or general wear? How much can I afford to spend? What color will harmonize best with my wardrobe? How many years wear must I get? Which style fits me best, and is likely to last over several seasons?

Colorado: Talking over "wise buying of food" with nutrition specialists, club members organized programs on labels, grades, and sizes of canned goods.

In one county, the women studied the purchase and preparation of dried foods. One member found that a pound of dried beans produced twice as much as a can of beans and cost half as much. Another member learned that one pound of dried peaches at 13 cents was equivalent to 30 cents worth of canned peaches of the same quality.

In a third county, a member kept a record of the cost of baking bread for a family of 5. She found that 55 cents covered the cost of all ingredients for enough bread to last a week. The same bread bought would have cost her $2.10. (Of course the cost of ingredients are not the only thing you pay for when you buy bread, but for women who have time to make bread and who have stoves that are kept warm anyway, this comparison is important.)

Connecticut: Connecticut farm consumers in one county literally tore apart a few low-price dresses to find out their weak spots and how they should be made. When they had completed this project on wash dresses, a questionnaire was passed around among the group of 377 women. The results showed that 364 members had learned what points to look for in a garment before purchasing; 316 learned the importance of specifications; 272 believed that the information they had gathered at their club had made them better dress buyers.

Other clubs in the State ran a similar project on hosiery, then selected 12 members to report on 10 different brands, priced at 49, 67, 69, 79, 98 cents, and $1.00. They soon learned that price of the hosiery was not a sure index of its wearability. Likewise, they learned the necessity of proper care of hosiery. One 79-cent pair broke down after 8 half-days of wearing, while an identical pair, which received proper care, lasted 140½ days.

Delaware: New Rural Electrification Administration signers received special attention at one meeting given over to a discussion of electrical appliances. On clothing projects in 2 counties, club members examined shoes, hose, men's shirts, and winter coats. In another, foods, canned and packaged goods came under the club's spotlight. Local stores cooperated in displays of electrical appliances and shoes.

Florida: A skit—"A Bargain in Sheets"—presented in Pinellas County, had as its moral a bargain is not always a bargain if you don't get what you need. Every club in the county used the skit in discussing the family linen supply. Members also studied the construction of towels and sheets as part of the project.

Illinois: On a State-wide food buying project, consumers seemed most interested in evaluating advertising and in selection of canned food. In Kane County the women studied tips on judging freshness, watched for grades and labels, used vegetables in season, used a greater variety, and bought in person, not over the phone. One member reported: "I have helped 20 neighbors and 4 grocery clerks to evaluate food advertisements and to read labels with a 'seeing-eye.'"

Three lessons on the way to buy a fabric featured one project of the De Witt County club last year. The project started off with a study of labels, Federal Trade Commission regulations, and what should be on the label. Lesson 2 had to do with rayon, what it is, how to buy it, and identification of different types of rayon. The last lesson was on how to buy wash fabrics, comparison of cotton and linen—their serviceability, durability, and comfort—and information on different types of finishes.

Indiana: In 8 of the counties, members visited furniture stores in town to hear talks on how to buy mattresses and springs.

Iowa: "Guides to Textile Buying" included a study of fabrics, finishes, and labels. Labels and trade terms were studied. Many women were surprised to find the dresses they wore were rayon, not silk, and they became expert at making simple tests with small bits of the material so that the next time they could tell the difference.

NEAT, but is it the best buy for the cash you have and the job it has to do?

IT'S a wise consumer who knows her own laws, and whether they're enforced.

Kansas: One project on shoes in Butler County resulted in making consumers more critical and inquisitive when they bought. Salesmen in town reported the women were showing more interest in comfort as well as style in shoes. Another project on home furnishings had members studying buying points, selection and care of furniture. Visits to local stores to apply the facts learned featured the project.

Louisiana: Terrebonne Parish recently had REA lines made available for rural consumers, so it was no more than natural that they study correct lighting, and appliances. Washing machines and irons received most attention, with both demonstrated.

Maine: A typical meeting on food, held by a Cumberland County club, brought 26 women to the community hall "in spite of bad roads," the agent reported. Talk of food buying led into a discussion of "neighborhood opinion, flowery advertising, and radio broadcasts." The members agreed that the 3 questions that should always be asked about these were: "What are they telling me? Why are they telling me? Who says so?"

Putting the spotlight on cereals, they studied charts showing comparative food values and costs, and placed these against advertising and label claims. The agent explained how, when money is scarce, to use whole wheat, rolled wheat, and oats.

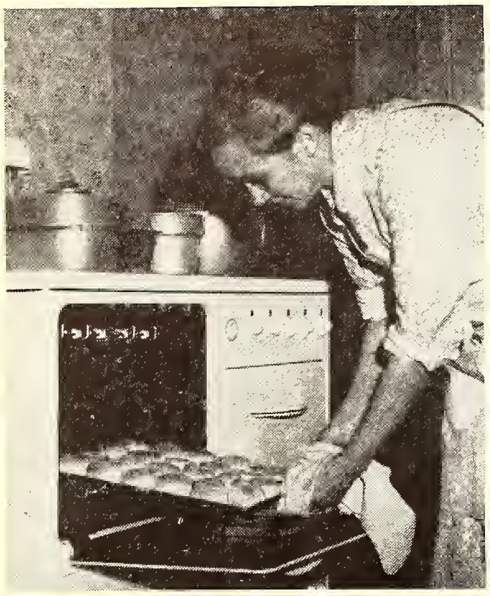
Maryland: "Stretch Your Family Dollar With Safety" was the subject for a project in Prince Georges County. Under that heading came discussions of grades, labels, false containers. Nineteen exhibits featured the year-end county meeting, all emphasizing better buymanship. There were practical demonstrations on home canning, bread baking, cake, muffin and biscuit preparation, and comparison of costs between large and small containers of soap powder.

Massachusetts: In a 7-month project on foods in Middlesex County, a series of 56 meetings in 23 towns featured discussion of labels, grades, can sizes, dried food facts, meat buying, and related problems. At the last meeting of the series general buying rules for lowering food budgets and getting more and better food were discussed. Three leaflets were prepared for study material.

Michigan: A course by the clothing specialist on fabric selection, in Jackson County, took up artificial fabrics that come from the milk can, soy beans, glass, and other sources. One member, when a store clerk couldn't identify the type of rayon in a dress for her, evened the score by refusing to buy the dress until the clerk became more informed.

Mississippi: As an object lesson in informed buying, members of Tallahatchie County studied men's shirts, figuring their monthly

BUDGETERS always check a sales slip, never let a slip slip through their fingers.



COMPARING costs of home-baked and store-bought bread is an expert's job.

cost according to how long they lasted. Shoes also were part of the project, particularly the way proper fit affects health. Members tested themselves to see if they were wearing proper fitting shoes, and many found they weren't.

Montana: In Lewis and Clark County members discussed purchase of ready-to-wear and hosiery. One member reported that when she looked at the label, she also "made sure it was not a sweat shop product."

Nebraska: A meeting was called of representatives of the American Association of University Women, the Farm Security Administration, home economists of local business firms, and the local Better Business Bureau, to discuss the part home economics leaders should play in development of consumer information. Another undertaking was the issuance of periodic letters to home-account cooperators carrying timely consumer information.

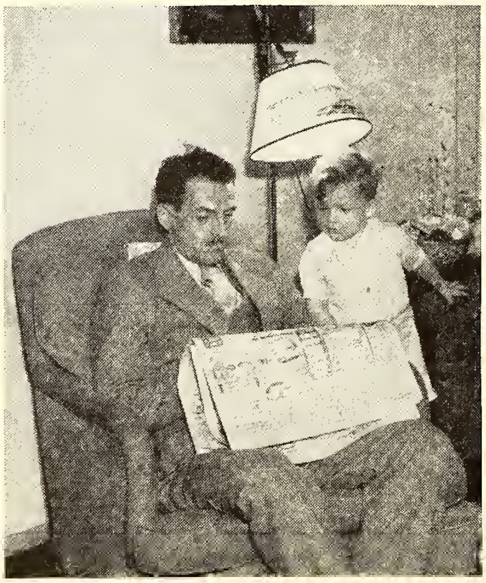
Nevada: Using the CONSUMERS' GUIDE, The Market Basket, issued by the Bureau of Home Economics, and the News Letter of the Stephens Institute of Consumer Education, clubs in Washoe County followed a plan of having 2 members from each club report at each meeting on different consumer problems. A scrapbook listing products used by members, was kept, telling whether the product was good, fair, or bad. This has been kept for 5 years. During the year, there were 4 "method demonstrations" on a study of organizations and laws that protect consumers.

New Hampshire: Questionnaires on breakfast eating were filled out by 75 4–H club boys and girls. Results showed 63 ate breakfast, 12 did not regularly because "they lunched at night and got up too late;" some had formed the habit of leaving out the meal altogether. Forty-five drank milk or had it in cocoa as well as in cereal, 20 drank cocoa instead of milk, and 14 drank coffee. Twenty-six children never had eggs for breakfast; others had them 2 or 3 times a week. Fresh fruits were lacking on the breakfast table, but there was plenty of pancakes and white bread; 18 reported using whole wheat bread.

New Jersey: In Somerset County the agent reported a series of talks on fabric selection, using exhibits, and stressing the need for consumer alertness and information when buying. One member told of an encounter with a store clerk who was so taken back at questions on fabrics put to him that he exclaimed "with some show of irritation," "Say, lady, are you a member of a women's club, or what are you a member of?" Seven months later the same clerk listened to the same customer's questions, then observed: "Women really are interested in knowing what they are buying, aren't they?"

New Mexico: "How To Tell Quality in Bedding," with a demonstration with sheets and blankets featured a project in Dona Ana County. One outcome of the project was that members agreed to mark sheets with month and date purchased and to keep a record of the launderings to see if the label guarantee was reliable. Also in the county members discussed the Food, Drug, and Cosmetic Act, and the buying of canned goods, stressing the need for standardized can sizes.

SAVE foolishly on lighting and you may have to spend lavishly on eyes.



IT'S NOT just the fit but the quality of the goods and the making that count.

New York: When a group of 19 Delaware County leaders met for a conference, one of the members noted that 16 of the 19 were wearing glasses. That led to a discussion on the effect lighting in the home has on good eyesight.

Out of all this came a project for improvement of home lighting. First, with the cooperation of the State college and the local electric company, lighting kits and a simple light meter to be used for measuring light intensity were rounded up. Lamps and bulbs were borrowed from local stores to illustrate modern lighting methods. Then, in a round-robin tour of 4 selected homes, the agent talked on lighting techniques, and in each home, used the light meter to show how inadequate the lighting was in certain sections of the house.

North Carolina: After a lengthy study, members in Anson County concluded that tailored garments like coats and suits were more successful when bought ready made but that with simple patterns, lightweight materials could be made up at home. Care of garments and use of discarded ones for growing children were also studied. Cabarrus County consumers talked about winter coats, using charts from the Bureau of Home Economics.

Oklahoma: A tomato-tasting test with 4 different priced products ended with the conclusion that the next to the cheapest product had the best flavor. A similar test was made with canned peaches, and then the members talked about food labels they had brought along with them to the meeting, pointing out the good and bad points of each.

Pennsylvania: Women in a number of Pennsylvania counties learned how to economize on their food purchases by careful selection of lower-priced products, and through quantity buying. They studied a large number of common foods, and discovered, among other things, that the best can of canned peas was not always the highest priced.

Study of coat labels, materials, and construction featured a project in York County.

In Warren County, where electricity was being put in, there were demonstrations of proper equipment, and suggestions for economizing through converting old oil lamps into electric ones in the home.

Rhode Island: One project was a discussion of commercially prepared foods versus those made entirely at home. Points in favor of each were marshalled; cost, convenience, quality were compared.

South Carolina: One of the projects in the State last year was designed to teach clothing consumers to become better reference shelf users before they buy.

To that end, the group became literature conscious on the subject of clothing. Clothing Selection Charts, issued by the Bureau of Home Economics, were used to bring home important buying points. Leaflets issued by the Department of Agriculture on clothing buying were distributed among the members.

Studying unfair trade practices, false labeling, and false advertising, members in Beaufort County first went into a discussion of government and private agencies interested in consumer welfare. Then, as a starter toward building up a consumer library, they subscribed to a number of consumer publications, with supplementary educational exhibits from stores and institutions.

IT'S got glamor appeal, but how well will it wear? What care do you give it?

South Dakota: Set up as the nutritional goals of the year were these aims: To teach consumers how to buy foods, and to show them how to get full benefit of food nutrients. Leaders and agents met at 4 training schools planned by the specialist. The project concentrated on cereals, canned fruits and vegetables.

In Pennington County there was a training school for leaders on wise buying of men's wear. Men's hose, underwear, overalls, pajamas, shorts, suits, and shirts were studied. During the afternoon session, a local storekeeper was invited to talk on purchase of men's suits.

Texas: Continuing a program of urging cooperative buying of fruits, 20 counties bought pineapples during the year cooperatively. This was done in a business-like manner. Individual members filled out order blanks and then leaders interviewed a number of dealers and independent truckers to get the best price and delivery arrangements. After the fruit was purchased, there were classes on using and canning it. Pooled orders for oranges also were undertaken by the clubs.

Utah: In Weber County, a training class for leaders went into 4 different problems during a 2-day meeting: Consumer education and responsibility; advertising, sales and bargains; weights and measures, labels, packaged and bulk goods; and "when you buy canned goods." They examined cereals, prepared foods, canned products, and fresh fruits and vegetables. Stress was put on labels and advertising, and use of government agencies helping consumers.

Vermont: As part of a food buying project, the State weights and measures inspector was interviewed concerning State laws, and the information passed on to agents and leaders. Leaflets on food buying were issued, and distributed at the 280 meetings taking part in the project. In Bennington County, the agent discussed the food value of cereals, comparing that information with facts on the label.

Washington: At the Kittitas County Fair last year there was an exhibit, prepared by one of the county home demonstration clubs, which showed that $10 for a wardrobe can go a long way, or a very short way, depending on how you use it. One of the club members did this: She spent $10 for materials to make her fall wardrobe, and with the assistance of other members, made 2 rayon afternoon dresses, a cotton blouse, a house dress, a wool skirt, a jacket made over from old material with new lining, and 3 pieces of rayon underwear. Displayed right next to this wardrobe was one that $10 bought ready made. It consisted only of 2 dresses and 3 pieces of underwear.

West Virginia: Group buying was a favorite subject for study in the State. First, clubs made a study of flour, towels, sheets, or whatever they were interested in, then compared different grades, prices, and quality. Quantity buying was done in 38 counties during the year.

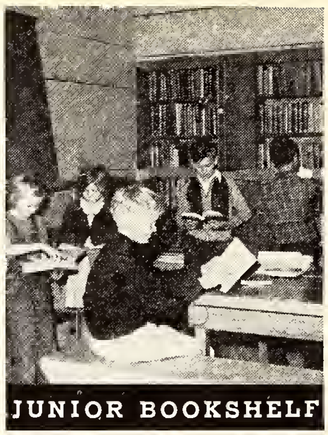
Wisconsin: A questionnaire circulated among club members in Sheboygan County showed the need for better label information for consumers, particularly on foods. After a planning conference by leaders, agent, and specialist, a local grocer was contacted who offered the use of his store for an afternoon. He answered questions raised by members on their food-buying problems, and later reported the members present to have become much better buyers of food.

Wyoming: A tasting party in Weston County to show relationship between grade and quality started out with the members tasting samples of 4 canned fruits and vegetables. Then they discussed grades and labels, and finally studied a chart showing the cost per pound of common packaged foods.

WILL the shirt and its collar fit? Will it fade? Will it shrink? Will it last?

JUNIOR CONSUMER BOOKSHELF

Some of these pamphlets, crowded out of our last issue which was written especially for junior consumers, are useful to grown-ups as well. Junior consumers might turn the tables on their parents by reading them first, then passing them along



The Food We Eat

GETTING THE MOST FOR YOUR FOOD MONEY. Leaflet, 4 pp. 1935. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Illustrated outline of the place of various kinds of food in the diet and their contribution to growth and health. Gives suggestions for planning a food budget for a well-balanced diet.

The World We Live In

SOIL

SOIL CONSERVATION PROGRAM, for 4–H Clubs, Farm Mapping Project, by James A. Porter. 1939, pp. 32, illus. Address: Extension Division, Michigan State College of Agriculture and Applied Science, East Lansing, Michigan. Outline for setting up a project for soil conservation.

CONSERVATION PROGRAM FOR MICHIGAN 4–H CLUBS, by A. G. Kettunen. Club Bulletin 29, April 1937, pp. 26, illus. Address: Extension Division, Michigan State College of Agriculture and Applied Science, East Lansing, Michigan. Outline for projects for children in 4 fields of conservation: Forest Ranger Study, Forest Fire Study, Soil Conservation, Pheasant Raising, with materials used, and directions and suggestions for activities in connection with projects.

FORESTS

WHAT FORESTS GIVE, Forest Service, U. S. Department of Agriculture, by Martha B. Bruère, Revised 1940, pp. 79, illus. 15 cents. Address: Superintendent of Documents, Washington, D. C. A simple narrative discussion of the commercial uses of forest products and the importance of forests for agriculture and recreation.

TAMING OUR FORESTS, by Martha B. Bruère, Forest Service, U. S. Department of Agriculture. 1938, pp. 87, illus. 15 cents. Address: Superintendent of Documents, Washington, D. C. An interesting account of the cultivation of forests for best results in conserving the land and yielding a continuous commercial crop. Includes account of how disease and fire are controlled and describes the duties and training of people who work in forests.

FAMOUS TREES, by Charles E. Randall and D. Priscilla Edgerton. Misc. Pub. No. 295, 1938, pp. 116, illus. 20 cents. Address: Superintendent of Documents, Government Printing Office, Washington, D. C. Stories about trees famous in history for their associations with notable people, events, religion, literature, etc.

WILDLIFE

FOOD OF SOME WELL-KNOWN BIRDS OF FOREST, FARM AND GARDEN, by F. E. L. Beal and W. L. McAtee. F. B. No. 506, 1922, pp. 33, illus. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Limited supply. Description of 20 good and harmful birds; the insects and vegetable matter they destroy; methods of destroying harmful birds.

FEEDING WILDLIFE IN WINTER, by Wallace B. Grange. F. B. No. 1738, 1938, pp. 20, illus. .Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Discusses the importance of winter feeding to the conservation of our wildlife. Describes kinds of foods to use for different animals and how to set up feeding stations for them.

Industry

STORIES OF AMERICAN INDUSTRY, United States Department of Commerce. 1937, pp. 19. 10 cents. Address: Superintendent of Documents, Washington, D. C. A series of radio talks on 23 American industries, told in a simple narrative form which makes them especially interesting to young people.

STORIES OF AMERICAN INDUSTRY, Second Series, U. S. Department of Commerce. 1938, pp. 150. 20 cents. Address: Superintendent of Documents, Washington, D. C. Talks on 32 additional industries.

Things To Do

HOMES FOR BIRDS, by E. R. Kalmbach and W. L. McAtee. F. B. 1456, 1930, pp. 21, illus. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. Instructions for making houses for various kinds of American birds, with a brief discussion of the value of birds for agriculture.

RABBIT PRODUCTION, by Geo. S. Templeton and Chas. E. Kellogg. F. B. No. 1730, 1939, pp. 49, illus. Address: Office of Information, U. S. Department of Agriculture, Washington, D. C. Free. A detailed pamphlet on the raising and marketing of rabbits. Especially useful for 4–H club work.

ELECTRICAL PROJECTS FOR 4–H CLUBS, by D. G. Ebinger. Club Bulletin 37, Nov. 1938, pp. 15, illus. Address: Michigan State College, Extension Division, East Lansing, Michigan. An instruction manual for second year 4–H club students of electricity. Tells how to use electricity on the farms. Gives directions for making brooders, heaters, etc.

YOU CAN MAKE IT, 1929, 52 pp., illus. U. S. Department of Commerce. 10 cents. Address: Superintendent of Documents, Washington, D. C. Instructions and illustrations for children to use in making simple toys and useful household articles from wood.

Milk Glossary for Consumers

Seventh installment of words used by people who care what happens to this invaluable food from the time it is produced until it is consumed by humans *

H

HAULING. The milk industry branches out at both ends, where there are producers and where there are consumers. At the consumer end, the milk industry threads out in thousands of confused and duplicating runners in order to get milk competitively to the doorsteps of consumers. At the producing end, it branches out across the countryside to pick up small amounts of milk from the individual farmers in order to assemble it for processing in competing dairy plants. Just as dairy routes, like some other retail delivery routes, needlessly parallel and multiply themselves in cities, truck routes often skip about, wind around, and add to the cost of getting milk from the farm to the pasteurization and bottling plants.

The cost of hauling milk from the farm to the city dairy or country assembling plant is paid for by the farmer, and if these costs are large, they cut deeply into the farmers' returns.

Hauling sometimes is done by the farmer himself, sometimes by the cooperative to which the farmer belongs, sometimes by commercial hauling companies, sometimes by the city dairies. The cost of hauling milk may be worked out without much regard to distance so that farmers frequently regard the hauling charges as a grievance. A Federal Trade Commission study made in 1935 and 1936 revealed, for example, that in some cities the commercial dairies were making a profit on milk hauling at the expense of producing farmers.

Milk now is hauled to town in trucks, for the most part. Only 2 cities, Boston and New York, receive most of their milk by rail. Hauling of milk has improved so much in recent years that it can be hauled to any city from practically any distance with complete safety.

Milk ordinances sometimes serve to prevent milk from being brought from great distances into cities, although it may be just as fresh and pure as milk that is brought into a city from nearby farms.

HEARINGS. Hearings held by the Federal Government or by State Milk Boards prior to the issuance of regulations affecting the price or distribution of milk.

Decisions based upon the evidence presented before milk hearings often determine how much consumers pay for their milk, and, therefore, how much milk they will be able to buy.

Consumer representation before milk hearings is necessary if the needs of consumers are to be considered fully before important decisions affecting them are made.

Information about Federal milk hearings affecting particular cities may be obtained by writing to the Consumers' Counsel Division, Department of Agriculture, Washington, D. C.

HOMOGENIZED MILK (OR CREAM). One method of homogenization is to force milk (or cream) through a tiny orifice, so that the size of the fat globules contained in milk is reduced. Homogenized milk is made more "viscous" (it becomes thicker and flows more slowly). After homogenization, the fat in milk or cream separates less readily and a cream line does not form.

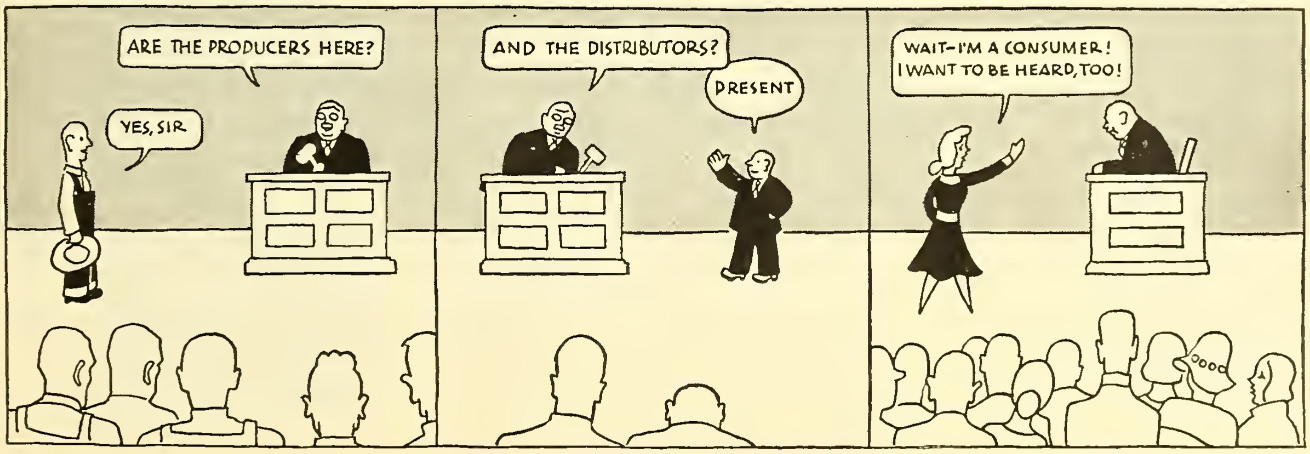
Homogenization makes milk and cream look richer, and in the case of coffee cream, it makes it go further in coloring the coffee.

Homogenized cream has the disadvantage of being practically useless for whipping purposes.

How much homogenization adds to the cost of a quart of milk depends in large measure on how much milk is processed in this way. The machine used is fairly expensive, but if a large volume of milk is passed through it, the cost per quart may be only a small part of one cent.

I

ICE CREAM. A frozen food that contains milk or milk products, flavoring, and sweetening. It may contain eggs, also. Commercially-manufactured ice cream often in-


ARE THE PRODUCERS HERE?
YES, SIR
AND THE DISTRIBUTORS?
PRESENT
WAIT—I'M A CONSUMER! I WANT TO BE HEARD, TOO!

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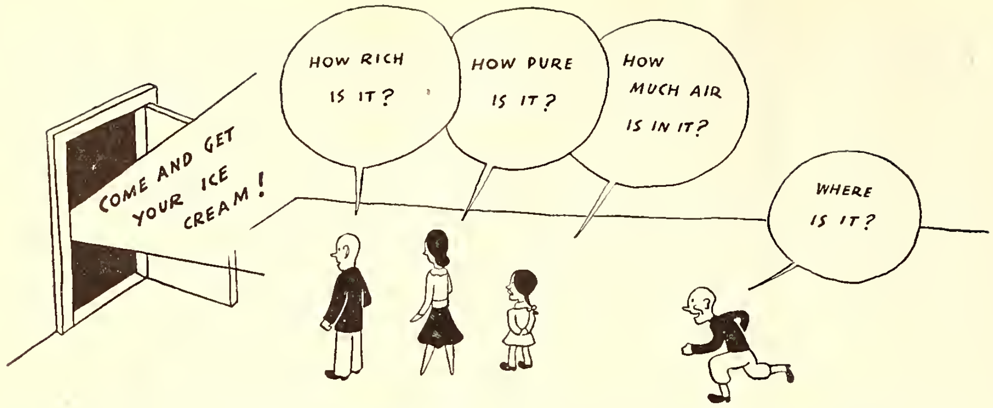
*Earlier installments appeared in CONSUMERS' GUIDE *August, October 1, October 15, November 1, December 2, and December 16, 1940.*


COME AND GET YOUR ICE CREAM!
HOW RICH IS IT?
HOW PURE IS IT?
HOW MUCH AIR IS IN IT?
WHERE IS IT?

cludes gelatin or some other stabilizer. Just what ice cream in its various forms means will soon be the subject of hearings which are to be held by the Federal Food and Drug Administration under the provisions of the Federal Food, Drug, and Cosmetic Act of 1938. When these hearings are completed and the definitions finally promulgated, all frozen desserts which enter interstate commerce will have to conform to the specifications in the Federal definitions.

Besides being subject to the provisions of the Federal Food, Drug, and Cosmetic Act, ice cream, since it is a food, is also subject to the various State food laws. Moreover every State in the Union has passed laws at one time or another which apply specifically to ice cream. These laws vary, but in general they prescribe a minimum butterfat content, minimum amounts of milk-solids-not-fat and a maximum air content. In some cases these laws also set up rules applying to the use of flavoring and coloring.

City ice cream ordinances overlap State laws, but in general, they are directed toward the wholesomeness of ice cream. As in the case of milk ordinances, they provide rules for the handling and pasteurization of ice cream.

While the ice cream in a particular locality will probably come up to the legal minima, the ice cream made by different companies may vary above the minimum and contain more or less butterfat, or air, or milk solids not fat, and more or less sugar, not to mention variations possible in flavoring and coloring matter.

Some uniformity in ice cream regulations will undoubtedly come when the Federal Food and Drug Administration issues its ice cream definitions, for many States have their food laws geared so that Federal definitions automatically take effect in the State.

Of equal importance to consumers, however, are the health regulations which apply to ice cream and which are embodied in city ice cream ordinances. Here consumers should look for an ordinance which safeguards the health of ice cream eaters, but which doesn't act as a trade barrier or require needlessly expensive procedures in ice cream manufacture. The United States Public Health Service is preparing a Standard Ice Cream Ordinance, similar to the Standard Milk Ordinance now in effect in more than 2,200 cities throughout the country. This proposed ordinance will provide a standard against which consumers can measure their own city laws.

The specification for ordinary ice cream which the Federal Government uses when it purchases this product requires that it be "the pure, clean frozen product made from sweet cream, milk, or milk products, sugar and harmless flavoring, with or without gelatin and/or edible stabilizers, and with or without eggs." It must contain 14 percent by weight of sugar, not more than ½ of one percent of stabilizer, more than 9 and not more than 12.5 percent of milk-solids-not-fat, not less than 12 percent milk fat (except fruit, mint, or chocolate ice cream which must contain 10 percent milk fat). The ice cream mix (ice cream before it is frozen) must have been pasteurized. The ice cream, finally, should weigh at least 4½ pounds to the gallon thus preventing the inclusion of too much air, and it should not contain more than 50,000 bacteria per gram.

Ice cream to most people is dessert and its food value is not always counted, but it should be. Ice cream contains all the nutrients present in milk plus additional energy value in the added buttterfat and sugar.

ICE CREAM MIX: THE UNFROZEN COMBINATION of the ingredients in ice cream. While many ice cream manufacturers make their ice cream from an ice cream mix prepared in their own plants, other manufacturers and some retailers, freeze ice cream from a mix they purchase. The safeguards surrounding the manufacture and sale of ice cream, therefore, should apply equally to the manufacture and sale of ice cream mix.

IRON. See minerals.

A Citrus Saga

[*Continued from page 5*]

September of 1940, the Bureau of Home Economics checked up on the diets of comparable families in and out of the Food Stamp Plan. At that time, citrus fruits were not purchasable with blue stamps. Families taking part in the Food Stamp Plan and spending $1 to $1.49 a week per person for food bought an average of 2.41 pounds of tomatoes and citrus fruits a week, while non-Stamp Plan families spending the same amount of money on food bought only 1.76 pounds of tomatoes and citrus fruits a week.

Citrus fruits, despite the fact that they have gone a long way, obviously still have places to go.

How far citrus fruits have come in about 40 years can be capsuled this way:

In 1899, the United States produced 6,167,000 boxes of oranges.

In 1909, the United States produced 19,530,000 boxes.

In 1919, the United States produced 24,783,000 boxes.

In 1939, the United States produced 75,646,000 boxes.

By 1939 the annual value of the orange crop had reached $70,116,000.

In 1899, the per capita consumption of oranges was 7 pounds, in 1939 it was 44 pounds.

In 1899, not enough grapefruit were produced to make it worthwhile counting them. By 1939, the grapefruit crop totaled 34,975,000 boxes with a farm value of $15,431,000. Per capita consumption jumped from one pound in 1910, to 4 pounds in 1919, to 22 pounds in 1939.

Lemon production went from 874,000 boxes in 1899 to 11,963,000 boxes in 1939, and the value of the crop had climbed to about 18 million dollars. In 1939, the consumption of lemons was about 30 lemons per person or 6 pounds.

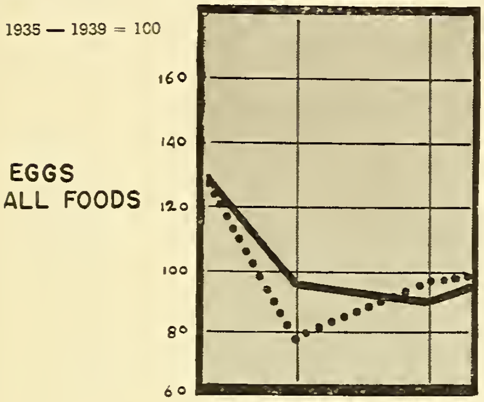
In climbing this statistical mountain the citrus fruit industry has encountered many problems. Technically nothing stands in the way of a volume of citrus fruit production sufficient to give everyone all the citrus fruit he needs.

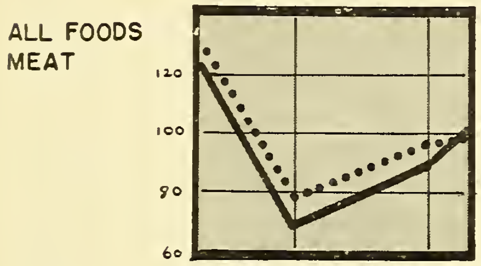
Between Americans and this rich cargo of health-giving citrus fruit, however, there stands an unsolved economic problem: How to distribute this volume of citrus fruit when it's produced at prices which everyone can afford and at the same time return an adequate livelihood to growers.

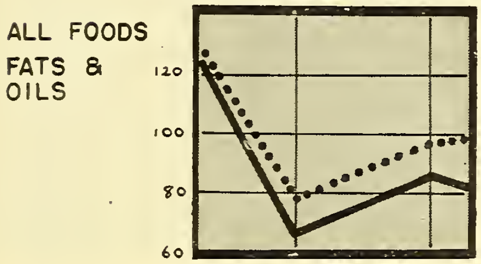
(*Continued in our next issue*)

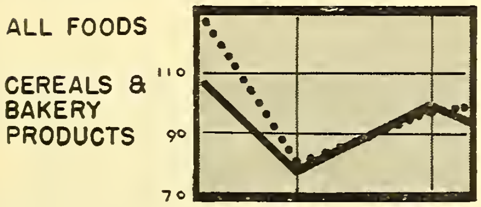
YOUR FOOD SUPPLIES AND COSTS

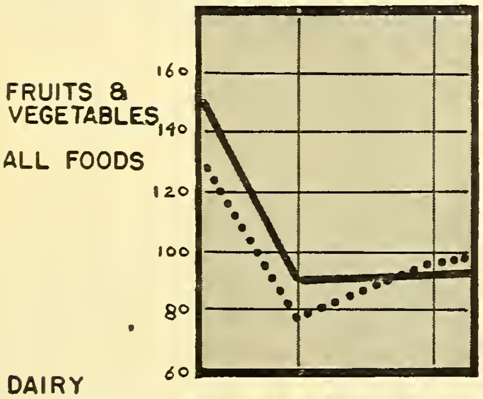
A PERSPECTIVE

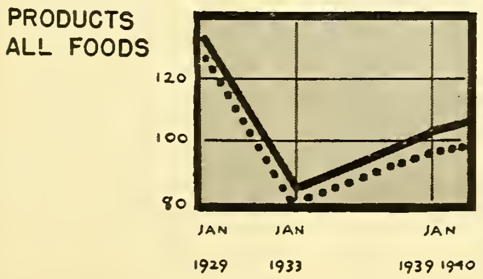












RETAIL FOOD COSTS. Food prices went up again from mid-December to mid-January. Ordinarily costs go down at this time of the year because reductions in prices of eggs, dairy products and meats generally are big enough to cancel out price increases in fresh fruits and vegetables. This year eggs and dairy products declined in price from December to January. However, meats went up, and the advance in fresh vegetable prices was a little more than usual. Prices of other foods changed very little and the net effect was ½ of 1 percent increase in retail food costs.

Food costs in January, as reported by the Bureau of Labor Statistics, were slightly (2 to 3 percent) higher than they had been in the previous 2 Januarys. However, they were lower than every other January since 1934, slightly below their 1935–1939 average level, and midway between January 1930 and January 1933, the peak and low levels for January in the past 10 years.

MEATS. Prices, particularly for pork, probably will continue for the next few months at a higher level than last year. Pork supplies are expected to be much smaller than last March and April, but beef and lamb supplies may be slightly larger.

FRUITS. Citrus fruits and apples are expected to be more abundant and lower in price than last winter and spring.

VEGETABLES. Recent curtailment in marketings seems to be temporary, and the outlook is for much more vegetables than a year ago after mid-April.

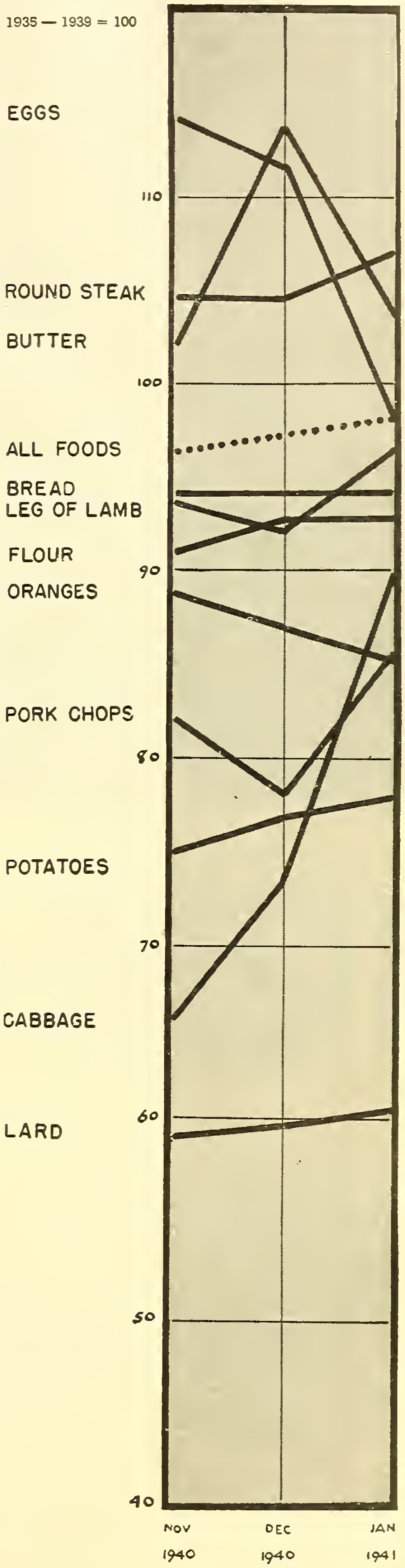
DAIRY PRODUCTS. Record milk production the past few months indicates that supplies of dairy products probably will continue to be larger than last March and April.

EGGS. Much of the price decline which generally occurs from November through April, appears to have occurred already.

POULTRY. Supplies are expected to decline seasonally through the spring months and to be smaller than a year ago.

POTATOES. New and old potatoes probably will be considerably more plentiful than last winter and spring, but much smaller sweetpotato supplies are expected.

A CLOSE-UP



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CONSUMERS' GUIDE

FEBRUARY 1, 1941

DIETS

GARDENS

ORANGES

MILK

CONSUMERS' GUIDE

FEBRUARY 1, 1941 VOLUME VII, No. 9

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Washington, D. C.

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PEANUT FARMERS, last year, poured 1½ billion pounds of peanuts into the American larder.

That's twice the amount that farmers used to provide their 2-footed and 4-footed consumers with, say 20 years ago.

One billion and a half pounds of peanuts is something to ponder over.

If all of them were kept in shells, and all divided equally among our 30 million families, we'd each have about a pound of peanuts a week—enough, perhaps, to satisfy average appetites at home on week days and at the zoo on Sundays.

Elephants may have the impression that all peanuts are sold in the shell, but of course boys and girls know better.

Only half of last year's crop went to town as nuts—to be eaten roasted, salted, or made into sweets or peanut butter.

About a third was milled into peanut oil.

The rest stayed on the farm, to be used as seed, or feed for animals, or to be eaten by farm families.

It happens that the amount of peanuts which biped and quadruped consumers tuck away doesn't change much from year to year. What's left over is surplus which is usually milled into oil. When crops are very large the peanut-oil problems of farmers are very large. For peanuts that go into oil bring lower prices than peanuts for edible purposes.

Agriculture's program for peanut farmers has struck at peanut-oil problems. This is the way it works:

To Government-approved associations of peanut farmers, the Government says: "Go ahead and buy all the peanuts farmers bring you at the price which we fix. This price won't be as high as the price farmers ordinarily get for peanuts sold for eating, but it will be higher than the price the oil-makers offer. Then sell the peanuts at whatever price you can get from the manufacturers of oil. Of course you will lose money at this business. To even things up, the Government will pay you the difference between the price you pay and the price you receive."

Last year, by this diversion plan, farmers got a better price on the 34,000 tons of peanuts moved through these associations. The higher price which the Government, through the Surplus Marketing Administration of the Department of Agriculture, maintained on this part of the crop held up the farmer's price on the rest of his crop as well. This year it is expected that about 250,000 tons of surplus peanuts will be diverted by SMA's program. Instead of having to accept an average of about $35 a ton, which is all the oil-makers are paying, farmers get the Government-fixed price, averaging about $65 a ton for every ton they sell through the associations. In the pit of the depression, before there was a peanut program, they got as little as $30 a ton.

While peanut farmers still don't make much of a living out of the land and labor they devote to peanuts, people who eat them get a great deal. Like some of the other vegetables which it resembles (soybeans, beans), it is a rich source of Vitamin B_1 and proteins, a good source of phosphorus, and a fair source of iron. In addition, the high fat content makes it a very substantial dish to tuck under one's belt.

So far, the Food and Drug Administration has set no standards for commercial peanut butter. But Bureau of Plant Industry experts who test peanut butter recipes regularly have discovered many of the things that make up a jar of good butter. Only U. S. No. 1 and a small percentage of U. S. No. 2 peanuts should be used. Lower grade nuts which reach factories finely broken, mixed with shells, immature nuts, and nut germs which cannot be separated from the nut meats themselves give the butter the bitter taste you sometimes complain of.

Though peanut butter looks as if it were made by mixing peanuts with fat, the recipe is even simpler than that. First, shelled peanuts are roasted. This gives the butter its rich pungent flavor. Roasting too long, or at too high a temperature scorches the nuts and makes the butter acrid and bitter. Next, they're blanched and germs and foreign material are sifted out, for they spoil the butter's smooth flavor. Besides, germs make the butter spoil more readily.

Last step before bottling is grinding and mixing with the proper amount of salt. If nuts are crushed by dull grinding surfaces rather than cut, the butter will be gummy. This is the kind of butter that sticks to the roof of your mouth and seems impossible to swallow. On the other hand, butter too coarsely ground will seem gritty.

Rules for making peanut butter at home are easy. Roast the peanuts in a slow oven (300 degrees), stirring occasionally. Then shell them, remove the skins, and grind kernels in your meat grinder, using the finest blade. You will probably want to grind them twice to get the fineness you desire. Then add the amount of salt you like and a little table oil if the butter seems too dry. Best idea is to make small quantities at a time. Peanut butter tastes better fresh, and it gets rancid fairly easily. Two cups of shelled nuts will grind into about one-half pound of butter.

Peanut butter fanciers can get lots of additional ideas for recipes using peanuts and peanut butter by writing the Office of Information, U. S. Department of Agriculture, Washington, D. C. Ask for the Bureau of Home Economics free pamphlet, MP–302, "Nuts and Ways to Use Them."

◆

WE MUST watch out lest conservation of our physical resources be pushed with full regard for the loss of dollars flowing off and down our streams, but no primary regard for wasted humanity. It is selfishness that has destroyed our natural resources, and to plead for conservation merely to stop the loss of dollars is to appeal to the same selfishness that wrought the destruction.

"It is only when human beings become the primary objective that conservation becomes the highest national virtue. Conservation can never become our master plan except as a nation's restitution for a great wrong done—not only to land, but to people."—Henry A. Wallace, *Vice President of the United States.*

THIS crude contraption is a wheelbarrow seeder for planting a field with alfalfa.

There Are Pioneers in Alabama

300 thousand farmers are going to show what rewards come with an integrated program for better farming

THIS SPRING Alabama farmers are blazing a new route to balanced production and conservation of the soil.

In orderly, planned fashion, crop control has been harnessed with soil conservation. One has been made equally important as the other, both meshed together as a single problem to be faced by the individual farmer in caring for his land.

That's the nub of the "Alabama Plan." It is a plan that may have far-reaching effects on land conservation and production planning. And the way it turns out will be as important to farmers as consumers as to farmers as producers.

Three hundred thousand Alabama farmers have been cooperating to put a voluntary check on production. But this year they have gone further. They have decided that along with crop control they will set up a 5-year plan of land conservation and soil rebuilding. Size of the cash payments they receive at the end of each year for voluntarily planting within their allotments will depend on how completely they carry out their soil-conservation program.

Crop control of necessity is short-range. It has to be planned year by year and revised with the beginning of each new planting season. If supplies are ample and prices relatively low, crops are cut down. If the situation is the reverse, then controls are eased up.

SOIL CONSERVATION, ON THE OTHER HAND, is long-range. Soil that has become thin, barren, and leached can't be rebuilt and revitalized in a season. Sometimes it is beyond help. But when it can still be contoured, terraced, strip cropped, planted with forage and other soil-holding crops, and limed or phosphated, then a plan has to be laid out and followed year to year so that the land may never again become a victim of erosion, depletion, and waste.

Up to now, except in demonstration areas of the Soil Conservation Service, and in soil conservation districts, planning for conservation of the land has been an annual proposition. The individual farmer, with funds received for crop adjustment and for meeting certain conservation practices, each year terraced a few acres, or perhaps set aside part of his land for soil-holding woodlands, or planted forage and other feed crops on a few acres.

Last year, when the 1941 agricultural conservation program was being mapped out by farmers in cooperation with the Department of Agriculture, a new idea was proposed.

That proposal went into the questionnaire which every year goes out to State and county AAA committees. Many farmers felt, said the questionnaire, that as part of the condition for receiving benefit payments, a "cropping and farm management plan for the farm as a whole that would conserve the soil and increase its productivity" should be followed.

Such a plan "would provide for needed soil-building practices, for the proper balance between the various kinds of crops grown, for the elimination of erosion hazards, for the restoration of the necessary humus to the soil, and for the adoption of other good land use practices."

When the questionnaires came back, they showed that response to the idea was favorable. So in July, at a conference of farmers, agricultural workers, and Government officials, the plan was discussed further, questioned, made to stand the test of hard-headed criticism from farmers and administrative

THIS dusty white cloud is lime that's being shoveled off a truck onto wornout fields. Before soil-conserving crops are put into the land, the soil must be revitalized with fertilizer applications, such as lime or superphosphate. One provision of the AAA program authorizes grants of lime superphosphate and other fertilizers in lieu of cash payments to participating farmers.

workers who would have to put it in operation.

Then, revamped and rid of its rough edges, it was put into the conservation program for the year. This was sent out to the States and counties. Farmers in town-meeting fashion discussed and argued it further before deciding whether they wanted to adopt it as a going program for their State.

ALABAMA FARMERS AGREED TO ADOPT THE plan. They agreed that for a period of 5 years they would conserve their land and follow soil-building practices according to a predetermined plan. If they failed to meet the requirements, then benefit payments would be cut, the excess to be turned back to administrative committees for expenses and for purchase of fertilizers and other soil-conserving materials. Specifically, there were 3 objectives to be met:

The plan had to be simple enough to be understood by farm owner and tenant alike.

Principles behind the plan should be agreed upon by all. They should be sound under all conditions. They should fit into the farm plan of all Alabama farmers.

TIME LIMIT FOR THE PLAN SHOULD EXTEND over a period long enough to make it workable. Farmers should not be made to telescope a long range program into a year or 2 when 5 or more were needed.

Starting from those beginnings, a plan was developed by the county and State committees representing 95 percent of all Alabama farmers. Today it is in its first year of operation. It is a 4-point program that shapes up like this:

First, land not planted in pasture or other cover must be terraced, provided it needs terracing, according to established standards. This helps protect the land against erosion.

Second, for every 15 acres of cropland, the farmer must have one acre of permanent pasture to feed cows and other livestock.

Third, on at least one acre for every 15 acres on the farm, a perennial soil-conserving crop must be planted. This might be kudzu, lespedeza serecia, or alfalfa. This anchors the top soil to the land, and provides hay and feed for livestock.

The final requirement—and possibly the most important—provides that every year on one-quarter of the farm, cropland must be planted to erosion-resisting or soil-conserving crops. That does several things. It preserves the soil. It forces crop rotation so that soil-depleting crops, like cotton or corn, won't be planted on the same plot year after year until the soil is no longer able to sustain a crop. And again, it provides fodder for livestock. To meet this requirement the land can be planted in legumes or grasses, in cowpeas, soybeans, or velvetbeans, in rye grass or Sudan grass, or in vetches or clover.

GETTING A BIRD'S-EYE LOOK AT A FARM using this program, then, you would see more than a quarter of it planted in field and pasture crops; you would see part of it neatly terraced with even, carefully built ridges; and on a relatively small part of the farm you would see the cash crop—cotton or tobacco.

But the gains don't stop there. There's the promise of still another gain which will show—in years to come—in the faces and bodies of the people who live on that land.

In Alabama, as in other Southern States, there are thousands of farm families who are suffering from human erosion because they have not used or could not use a part of their land to produce the food their bodies needed. For one thing, very little was done to show families used to growing cotton or tobacco how to raise vegetables or grow feed for cows. The Extension Service and the Farm Security Administration have made a beginning, but it's not easy to teach people—who for generations have grown little else but cash crops on the land—how vegetable seeds should be tilled, or how a cow should be cared for. They lack the skill, and they lack the knowledge.

So the "Alabama Plan" is filled with promise for the people as well as the soil. Those acres of land that in the next 5 years will be planted with pasturage, feed crops and hay mean that for the first time thousands of families will be able to keep a cow or other livestock to provide food for undernourished children and ailing grownups. When the land has been enriched with fertilizers and soil-conserving crops, it can be used for vegetables and fruit trees.

WHERE THE AAA PROGRAM LEAVES OFF, THE Farm Security agent and the Extension Service specialist will take over to help with loans and advice to make these farms better providers for the people who work them.

Farmers and farm officials alike are watching the Alabama try-out with keen interest. It may well be that the Nation's agriculture is on the threshold of a new approach to land conservation.

The Administrator of the AAA calls this plan a "definite step forward in our ever-increasing efforts to protect our soil for future generations. Heretofore, we have been forced to deal with the farm problem almost entirely on a year-to-year basis. But now Alabama farmers will think and work in terms of a long-time program. Greater conservation and a more permanent agriculture are sure to be the result."

A Citrus Saga

PART II

From tangemons to tangors to tangelos go the inventive experimenters in citrus fruits who have done so much to improve the quality of fruit that reaches retail counters these days *

TOPWORKING is the horticulturist's method of changing citrus trees in midstream. Citrus growers who want to shift from one variety of citrus to another cut off the tops of their citrus trees and replace them by grafting or budding new tops on the rootstock.

"**A ROSE IS A ROSE** is a rose," a lady once said, but an orange, no.

An orange, or a lemon, or a grapefruit, or a lime is a very ingenious object, though you would never guess it by looking.

Practically all citrus fruit, like other cultivated fruits, are stepchildren. An orange, or a lemon, or a grapefruit rarely ever grows on its parent tree. They grow on what you might call foster trees, or stepfather trees, or on what nurserymen call specially selected rootstock.

The rootstock is selected for qualities that make a good citrus parent, resistance to frost and disease.

Sometime in September or October, the nurseryman takes a sharp knife in hand, a roll of muslin that has been impregnated with grafting wax, and an armful of budwood or budwood sticks into his citrus nursery. A budwood stick is a length of a citrus tree branch from which a shield-shaped portion of bark is cut. Out in the nursery the nurseryman takes his knife and cuts 2 slits, T-shape, in a young citrus tree grown from seed. Then he inserts the budshield in the slits on the rootstock (the parent tree), and binds it up carefully with muslin.

The bud remains dormant until spring when it begins to thrust out green shoots and sprouts leaves. The nurseryman puts a stake into the ground beside the rootstock to which he ties the sprout, giving it support until it can stand on its own. In two to three years the rootstock with the budded shoots is sturdy enough to be transplanted, when it is sold to citrus fruit growers who plant it in their groves. In four to five years after the budding has taken place the tree bears fruit. Just what variety of fruit depends on the budwood; if it's Valencia orange budwood, the fruit will be Valencia oranges; If its Marsh seedless grapefruit budwood, then the fruit will be Marsh seedless grapefruit.

BUDWOOD IS CUT FROM SELECTED TREES OF known performance. By budding (as against raising citrus from seed) citrus growers make sure they will harvest what they think they are growing. Citrus fruit (and this is true of all cultivated fruit) are extremely capricious when it comes to having junior citrus fruit. Seeds from large juicy well-shaped healthy oranges sometimes grow up into trees that produce decidedly inferior oranges. And even when the fruit is not inferior, it is not likely to be uniform—that is, every tree produces fruit differing from that of every other seedling tree. Today, for the most part, the only citrus trees grown from seed are those grown for experimental purposes, or those that are grown to be used as rootstock.

Ordinary citrus growers can't afford to enter this game of genetic dice. By using budwood from well behaved trees they make sure to get the type of fruit they want, fruit that's relatively uniform in size, shape, texture, and taste, barring accidental encounters with disease or frost.

Since 1909, Department of Agriculture research workers at Riverside, California, have been patiently studying the improvement of fruit through bud selection. Buds selected because they would produce superior fruit have then been made available to growers, who in turn have budded or grafted them onto trees in their orchards which were not producing up to snuff.

The large round bright seedless California navel oranges that appear on fruit stands from November through May are uniformly of high quality because more than 3½ million tested buds have been made available to growers, enabling them to eliminate the offtype trees producing inferior fruit.

THE JUICE ORANGES WHICH ROLL MARKETward from California from May to November and which head north from Florida from October to June average high in juice and sweetness because some 5 million selected Valencia orange buds have replaced less reliable branches. Similarly, lemons and grapefruit and tangerines and limes of this generation are uniformly better than their ancestors as the result of the scientific work carried on for the improvement of citrus fruit.

Even a twig off a well known limb won't always run true to his breeding. Sometimes fruits appear that are known as sports, or mutations, an entirely new strain of orange, or grapefruit, or lemon, or lime. Most of these sports are likely to be worse, or at least no better, than the fruit from the original strain. Occasionally, however, the sport is more desirable than the original strain.

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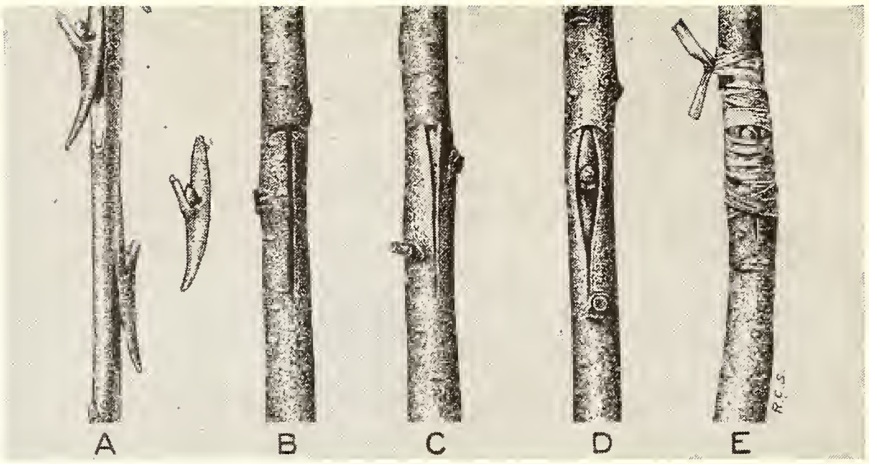
* *The first article in this series appeared in the January 16, 1941 issue of* CONSUMERS' GUIDE.

Horticulturists keep their eyes peeled for sports that offer possibilities for citrus betterment. Growers of citrus fruit have been asked to be alert for mutations in their orchards and to tie ropes around trees where they appear so they can be easily located. When a likely sport is found Department of Agriculture workers cut buds from its branches and test them out in experimental nurseries. If the sport is proved to be a worthwhile new strain, buds from it are made available to growers. In this way genetic forces are harnessed to produce superior citrus fruit, better tasting citrus fruit, better looking citrus fruit, fruit that ripens at the time of the year it's wanted, and fruit that can stand up against disease and frost.



TREE-SURGICALLY SPEAKING, this is the operation at the bottom of the citrus fruit industry. A is the budwood, B the rootstock with T cut in it. In C the bark is laid back. D shows the bud inserted in the bark of the rootstock. The operation is complete in E and the patient is now bandaged up with raffia.

HYBRIDIZATION IS ANOTHER METHOD SCIENTIFIC workers in the citrus fruits (and it should be noted that most people who experiment with citrus fruits are scientific workers even though they aren't all called scientists) use to get fruit that will tempt consumers' palates.

Humorously, one research worker said he was trying to crossbreed oranges with shepherd dogs so orange growers could just go to their back doors and whistle for their fruit.

He was exaggerating, but less than you would think. Oranges, lemons, limes, grapefruit, and tangerines have been bred and crossbred to get fruit that combine the vitamin properties of one variety with the flavor of another, or the taste of one with the aroma and bouquet of another, or to get fruit that resist disease, or that have a particular shape and color, or sometimes just to see what you do get.

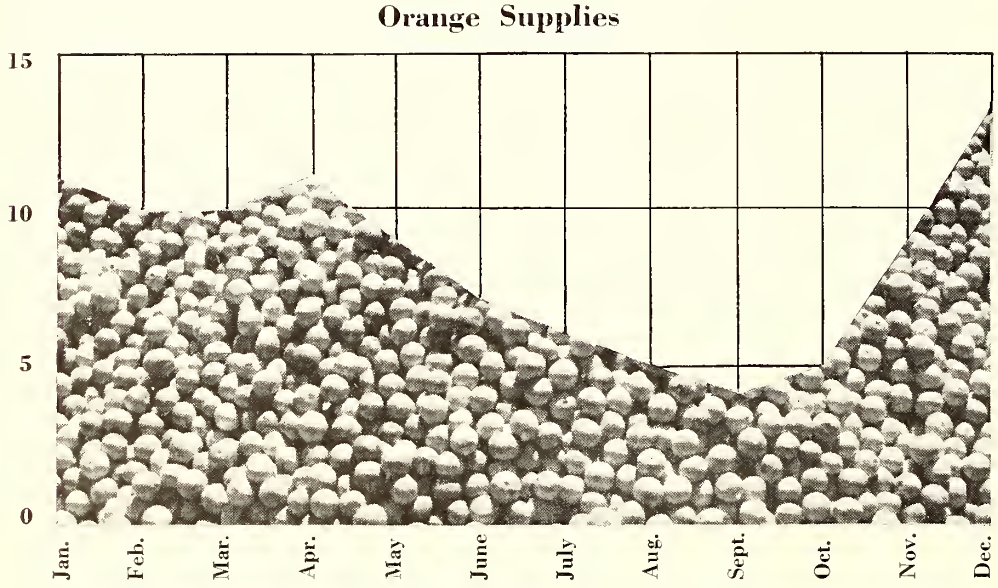
BREEDING CITRUS FRUIT TAKES A GREAT amount of patience. Pollen from one of the fruit that is to be crossbred is introduced to the stigma of the other fruit in the spring. Fruit from this marriage if it is successful takes 6 to 9 months to mature. Then seed from the fruit are planted and 3 to 4 years must elapse before the seed becomes tree and the tree bears fruit. Not until then can the research worker tell whether or not he has succeeded in getting something superior. Most of the time he doesn't. The rare success however makes up for the many failures.

Talked about, the results sound like a word game. There is the tangemon, which is the offspring of a lemon and mandarin; the tangor, whose parents are an orange and mandarin; the tangelo, whose ancestors are grapefruit and mandarin; the orangelo, born to a family of grapefruit and orange; the oramon, from the lemon and orange; and the lemelo, from the grapefruit and lemon.

One of the most successful products of crosses have been the tangelo, a cross between a mandarin and a grapefruit. The most likely-to-succeed variety of tangelo has juice like that of a grapefruit, looks and smells like a mandarin. It's also resistant to disease and matures at a time growers prefer.

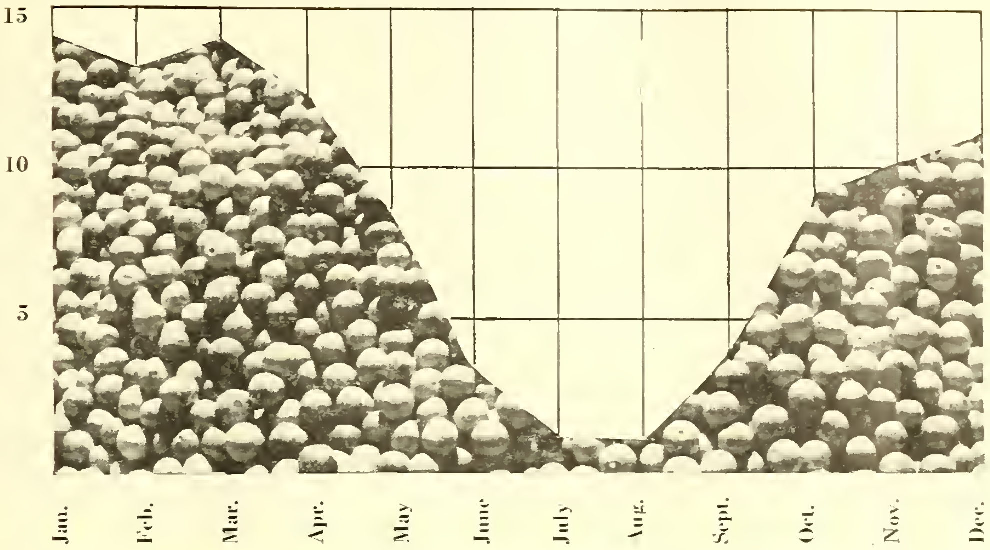
EXPLORATION, WHICH SOME PEOPLE ASSUME lives on only in history books, has an important continuing influence on citrus fruits. Expeditions from the Department of Agriculture have ransacked the hidden corners of the earth for varieties of citrus fruit which might be improvements on those already grown in the United States. Exotic citrus immigrants from Siam and Palestine and the interior of China and equally remote ends of the earth are now being tested in Department of Agriculture nurseries. The Washington navel, which is the very core of the orange groves on the West Coast, is, of course, a fruit of this searching for desirable immigrants.

In the future, consumers may some day become familiar with 3 other exotic citrus fruits which are now being groomed for a spot on American menus: the pummelo, the



ORANGES COME TO MARKET in greatest abundance in winter months, as this chart shows, and prices to consumers are lowest then. California's Valencias are usually cheapest in May; California's navel oranges are usually cheapest from January to March; Florida's oranges are usually cheapest in December and January. Each month's supplies are represented as a percentage of the total amount of oranges which come to market during an average year.

Grapefruit Supplies



GRAPEFRUIT, which comes in greatest abundance from Florida and Texas, are most plentiful in fall and winter months. Prices are usually lowest from January through March. Each month's supplies are represented as a percentage of the total amount of grapefruit which come to market during an average year.

citron and the kumquat. The pummelo is a grapefruit in appearance, but with a marked difference in taste. It has large juice sacs which contain a liquid that is sweet, without neither the acid or the bitter flavor of ordinary grapefruit. It's going to be cast for a role in salads, if and when consumers take to it. The citron is an ancient and honored habitue of the Mediterranean countries, in fact the earliest references to citrus in Latin, Greek, and Hebrew literature were to this leathery, orange-colored, orange-sized fruit. Citron peel, of course, is fairly familiar around Christmas time, but when the day of the citron comes, it will appear year around candied whole, rather like a preserve. The kumquat is a deep orange fruit much smaller than the lemon. It is either preserved or eaten fresh out of hand, whole. Consumers will eventually get around to it for its sweet, spicy, acid taste.

THE MAIN BUSINESS, HOWEVER, OF CITRUS growers in the United States has to do with fruits familiar to most Americans: the orange, the tangerine, the lemon, the lime, and the grapefruit.

Altogether in 1939, the United States produced $118,000,000 worth of these products, about 10 billion pounds of them. This was the value at the farm.

The orange and tangerine crop, which amounted to 76 million boxes, was valued at $84,000,000.

The lemon crop totaled some 12 million boxes and had a dollar valuation of $18,000,000.

The lime crop filled up some 95,000 boxes and brought farmers some $309,000.

Grapefruit, the second citrus fruit of America in quantity, filled up 35 million boxes and grossed some $16,000,000 to farmers.

Of every 100 oranges sold in the United States in 1939, 58 (35 Valencias, 23 navels) came from California, 1 from Arizona, 3 from Texas, 38 (20 early and mid-season varieties, 15 Valencias, 3 tangerines) from Florida, and a scattering from Louisiana, Alabama, and Mississippi.

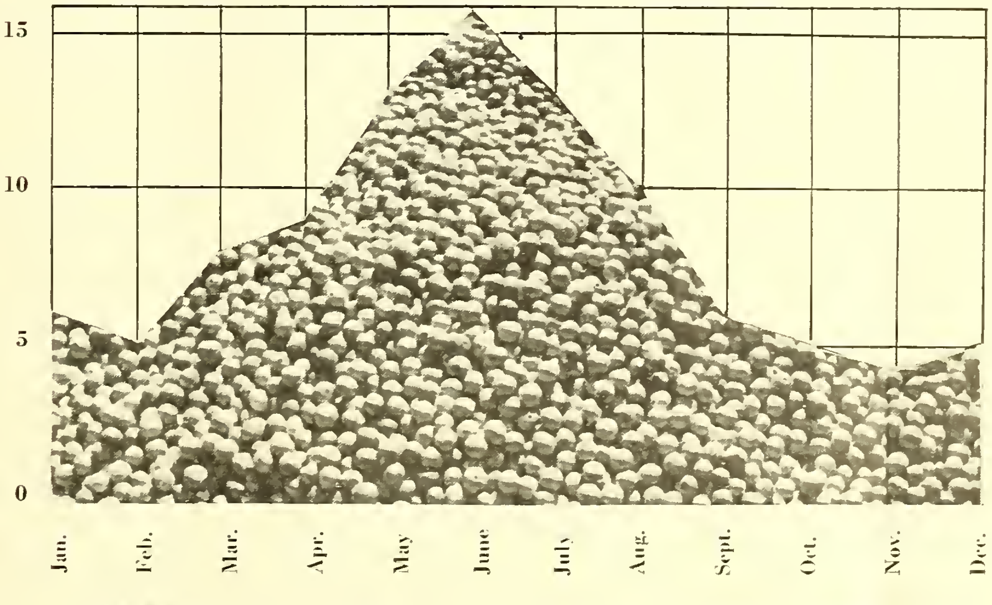
Grapefruit follows a different pattern. Of every 100 grapefruit that come to market 49 (18 seedless, 31 not) come from Florida, 38 from Texas, 8 from Arizona, and 5 from California.

Most mandarin oranges came from the Gulf States: Florida, Alabama, Louisiana, and Mississippi.

LEMONS THESE DAYS ARE ALMOST 100 PERcent Californians. It's a curious fruit, incidentally, in that the season when it's most plentiful is also the season when it's likely to be most expensive, from May to August. The reason for this is that consumers ask for them more frequently then, 3 times as many lemons are used in the summer as in the winter.

About 3 out of every 5 limes you are likely to meet in the market are strangers to these lands; they will hail from places like Mexico, the British West Indies, and Cuba. To get here, they pay a tariff of 1.5 cents a pound, except in the case of Cuba whose limes pay an 0.8 cent a pound tariff. Like lemons, but on a much smaller scale, since the United States squeezes only 1 lime for every 50 lemons, limes go up or down in price depending on the weather: hot weather–high prices, cold weather–low prices. Most American limes are harvested in the fall; most imports come in the summer, though they come to market fairly regularly the year round.

Lemon Supplies



LEMONS turn the tables on charts like these. Greatest supplies come in summer months, but highest prices come then, too, when so many thirsty throats make big demands on supplies. Each month's supplies are represented as a percentage of the total amount of lemons which come to market during an average year.

Learn and Live

How do your notions about the foods you need stack up in common sense beside the odd and foolish ideas of other generations? A glance at the food plan recommended by the Bureau of Home Economics here may reveal that you have been making mistakes in the selection of your menus just as foolish as the fads and fancies you'll read about below

IT'S EASY to say fiddledeedee to the quaint fancies about foods that people in other centuries had, but only those who know modern facts about sound eating habits and who can and do practice them have the right—or the chance—to laugh.

"Way back when" people were trying to figure, by guess or by gamble, just what foods do to keep us going, there was a theory that got spread around considerably. It was that one mysterious magic element in food was responsible for any good health anybody had. Of course smart moderns smile at such simplicity, but it is a safe bet that every day somewhere a conversation something like this takes place:

"Why, hello, my dear friend. I'm delighted to see you. But how thin (or ailing) you look. Listen, I know just the thing for you. It's Build-u-uppo. Miraculous. Has all you need for good health. Best thing in the world when you're run down. I advise you to get it immediately. Sold at all stores."

Sounds strangely like the medieval notion that one food element fixes everything, yet millions of "moderns" are pushovers for such unscientific twaddle as that.

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Nutritionists and other scientists who know most about what bodies need and what food contributes to those needs have long since proved one thing: that all the Build-u-uppo, or what-have-you, in the world won't do the job of a well-balanced diet in keeping you healthy. It seems to take a long time for some facts to get around.

There was a time, too, when fresh foods were taboo. Even in the last century it wasn't uncommon to hear people say that fresh meat was a dangerous dish. Silly as it seems on the face of it, there was some reason for this theory. With slaughtering methods fairly crude and unsanitary, with meat inspection unknown, and ice just something to skate on, it doesn't seem far-fetched at all to conclude that meat might have reached many consumers in a none too savory state. Of course, modern inspection, refrigeration and sanitation have knocked that prejudice into the limbo.

Sad part of it was that this notion about fresh foods extended to fruits. Many people used to boycott them with the same vim that ruled fresh meat out of the diet. All kinds of epidemic diseases and fevers were once traced to the chance eating of a fresh peach. Even in 19th century New York, the sale of fresh fruit and salad greens was outlawed from time to time. Worse than the monotony of eating only cured or cooked foods was the loss of precious nutrients. Some of the richest sources of the minerals and vitamins that keep the body "toned up" and safe from certain deficiency diseases—scurvy for example—are found in green vegetables and fruits, and the wise consumer today knows the more of these you can eat in their raw state the more of these vitamins you'll get because cooking destroys some vitamins.

Other notions that foods caused specific diseases had their day. Leprosy was once supposed to come from eating bad food. Today we know it is caused by a germ.

When the tomato was introduced to England from America it was spurned, for all its rich store of scurvy-preventing Vitamin C. In spite of its healthy, red blooded appearance people thought it caused cancer.

Sugar used to be blamed for at least a dozen diseases and infirmities. Scurvy and consumption headed the list.

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As interesting as the notions held about foods that were supposed to cause diseases are those about how certain foods could cure certain diseases. Butter, for instance, was considered a laxative once upon a time. No one knows exactly why, but wise surmisers guess it got that reputation because by the time people ate it, it had usually spoiled.

THE U. S. BU

Try To Inclu[illegible]T

MILK

For a growing child, 3/
For an expectant or
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For other family me
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FRUITS AND VEGE

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Oranges, grapefruit;
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FATS

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EAU OF HOME ECONOMICS SAYS:

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LEAN MEAT, POULTRY AND FISH

1 or more servings.
Choose different kinds of meats, fish, poultry for variety of food values and flavor. Occasionally, use liver, kidney, and such salt-water fish as salmon, herring, and mackerel.
In economical diets use dried beans or peas as the main dish several times a week.

CEREALS AND BREAD

At least 2 servings of whole-grain products.
Whole-grain bread or cereals, such as dark rye or whole-wheat bread, rolled oats, cracked wheat, whole-ground corn meal are to be preferred, but if you like white flour and bread use the "enriched" kind. Count spaghetti, macaroni, noodles, grits, and white rice along with white bread and cereals—not as vegetables.

SWEETS

As needed to satisfy the appetite.
Use sweets in moderation to make the diet palatable, but not enough to spoil the appetite for other foods. Count very sweet desserts, molasses, sirups, honey, jellies, jams, sugars, and candies as sweets.

WATER

6 or more glasses.
Form a regular water-drinking habit and drink plenty of water, especially in summer. When perspiration is excessive, use an abundance of water and extra salt.

VITAMIN D

Remember that infants and growing children need fish-liver oil, direct sunshine, or some other rich source of Vitamin D.

That was before pasteurization and refrigeration were developed. Rancid butter goes through a chemical change which gives it a certain laxative quality.

Some food theories, spun around unscientific conclusions, were nevertheless good notions to get popularized. There was, for instance, the belief that the iodine contained in it gave cod liver oil its ricket preventive power. Since cod liver oil saved children from rickets, it didn't make much difference at the time whether iodine or Vitamin D (the true ricket preventive) did the trick so long as people got the idea that cod liver oil was a good addition to a child's diet.

●

Compendium of a wonderful series of yarns about the effect of food on man was medieval Burton's *Melancholy*. In this strange conglomeration of philosophy, necromancy, and struggling science, Burton outlined a system of nutritional knowledge and practice. In general outline it was believed in by many people, even up to the 19th century.

Everything and everybody, in Burton's world, was divided into 4 categories. Each category was a "humour" (disposition). The humours of particular foods affected the humours of the people who ate them. Therefore people of certain humour had to be careful to eat foods of contrasting humour in order not to exaggerate their native bent.

This was very carefully worked out. Children whose humour was phlegmatic (cold and moist) were supposed to eat sanguine (hot and moist) food and drink. Growing older they became hotter (sanguine) and had to shift to cooler (phlegmatic) foods, and so on till death took its toll.

This philosophy represented a general belief that the physical characteristics of the things man ate were transferred to him. So it was thought that children and adults alike would take on the temperament and character of the animal or human being whose milk they drank. Since children were thought to prefer blondes, the milk of a blonde woman was considered more nutritious than the brunette's. Many a vegetarian movement got started because it was thought that animal passions are transferred to men through the meat they eat, and animal passions make philosophic or spiritual thought impossible.

Extra copies of the table of foods, published in a leaflet entitled "Eat the Right Foods," are available. If you would like to receive a free copy, write to Consumer Division, National Defense Advisory Commission, Washington, D. C.

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THE U. S. BUREAU OF HOME ECONOMICS SAYS:

Try To Inclu[illegible]The[illegible]Foods In Your Meals Every Day

MILK

For a growing child, ¾ to 1 quart.
For an expectant or nursing mother, 1 quart.
For other family members, 1 pint or more.

Use fluid whole or skim milk, buttermilk, evaporated milk, dry milk, cheese—on the table and in cooking.

Count 1 pint of undiluted evaporated milk (a little more than 1 tall can), or ¼ pound of dry milk, or ⅓ pound of cheese as having about the same food value as 1 quart of fluid milk.

FRUITS AND VEGETABLES

Leafy, green, or yellow:

1 or more servings.

Use green leafy vegetables often—spinach, kale, chard, collards, mustard greens, beet [illegible]rnip to[illegible] wild greens such a[illegible]ndelion, [illegible]squarters, dock, cress, purslane.

Save vitamins and minerals in all vegetables by not cooking any longer or in more water than necessary. Use the cooking water or juices. Do not use soda in cooking vegetables.

Oranges, grapefruit; tomatoes; raw cabbage; other raw fruits or vegetables rich in Vitamin C

1 or more servings.

Potatoes, other vegetables, or fruit

2 or more servings.

EGGS

1 (or at least 3 or 4 a week).

Eat eggs poached, scrambled, fried, or cooked in the shell—and count the eggs used in custards and sauces and in baking.

FATS

Count salt pork, fatback, and bacon as fat—not as meat. Use butter or other vitamin-rich fat every day.

LEAN MEAT, POULTRY AND FISH

1 or more servings.

Choose different kinds of meats, fish, poultry for variety of food values and flavor. Occasionally, use liver, kidney, and such salt-water fish as salmon, herring, and mackerel.

In economical diets use dried beans or peas as the main dish several times a week.

CEREALS AND BREAD

At least 2 servings of whole-grain products.

Whole-grain bread or cereals, such as dark rye or whole-wheat bread, rolled oats, cracked wheat, whole-ground corn meal are to be preferred, but if you like white flour and bread use the "enriched" kind. Count spaghetti, macaroni, noodles, grits, and white rice along with white bread and cereals—not as vegetables.

SWEETS

As needed to satisfy the appetite.

Use sweets in moderation to make the diet palatable, but not enough to spoil the appetite for other foods. Count very sweet desserts, molasses, sirups, honey, jellies, jams, sugars, and candies as sweets.

WATER

6 or more glasses.

Form a regular water-drinking habit and drink plenty of water, especially in summer. When perspiration is excessive, use an abundance of water and extra salt.

VITAMIN D

Remember that infants and growing children need fish-liver oil, direct sunshine, or some other rich source of Vitamin D.

That was before pasteurization and refrigeration were developed. Rancid butter goes through a chemical change which gives it a certain laxative quality.

Some food theories, spun around unscientific conclusions, were nevertheless good notions to get popularized. There was, for instance, the belief that the iodine contained in it gave cod liver oil its ricket preventive power. Since cod liver oil saved children from rickets, it didn't make much difference at the time whether iodine or Vitamin D (the true ricket preventive) did the trick so long as people got the idea that cod liver oil was a good addition to a child's diet.

●

Compendium of a wonderful series of yarns about the effect of food on man was medieval Burton's *Melancholy*. In this strange conglomeration of philosophy, necromancy, and struggling science, Burton outlined a system of nutritional knowledge and practice. In general outline it was believed in by many people, even up to the 19th century.

Everything and everybody, in Burton's world, was divided into 4 categories. Each category was a "humour" (disposition). The humours of particular foods affected the humours of the people who ate them. Therefore people of certain humour had to be careful to eat foods of contrasting humour in order not to exaggerate their native bent.

This was very carefully worked out. Children whose humour was phlegmatic (cold and moist) were supposed to eat sanguine (hot and moist) food and drink. Growing older they became hotter (sanguine) and had to shift to cooler (phlegmatic) foods, and so on till death took its toll.

This philosophy represented a general belief that the physical characteristics of the things man ate were transferred to him. So it was thought that children and adults alike would take on the temperament and character of the animal or human being whose milk they drank. Since children were thought to prefer blondes, the milk of a blonde woman was considered more nutritious than the brunette's. Many a vegetarian movement got started because it was thought that animal passions are transferred to men through the meat they eat, and animal passions make philosophic or spiritual thought impossible.

Extra copies of the table of foods, published in a leaflet entitled "Eat the Right Foods," are available. If you would like to receive a free copy, write to Consumer Division, National Defense Advisory Commission, Washington, D. C.

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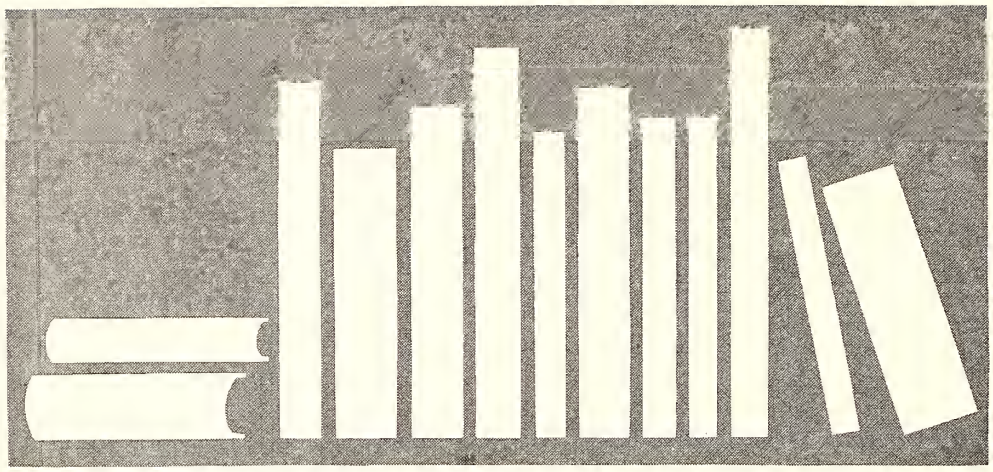


CONSUMERS' BOOKSHELF

Publications of the Consumer Division, National Defense Advisory Commission, Washington, D. C.

REPORT OF DISCUSSION GROUP ON CONSUMER-BUYER PROBLEMS. Bulletin No. 1. August 2, 1940. Pp. 8, mimeo. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. Summarizes the findings of the discussion group on consumer-buyer problems, which was organized as a part of the National Conference of Civic Organizations which met in Washington August 1–2, 1940, at the call of Commissioner Harriet Elliott. Suggestions for consumer action are given under the five following headings: (1) Securing factual information on goods and services; (2) Using this information effectively; (3) Developing and using standards for consumer goods; (4) Preventing unwarrented price increases; (5) Insuring that effects on consumers are duly considered in planning rearmament measures.

A SUGGESTED PROGRAM FOR STATE DEFENSE COUNCIL ACTION TO DEAL WITH POSSIBLE PRICE RISES OF ESSENTIAL CONSUMER COMMODITIES. Bulletin No. 2. October 14, 1940. Pp. 4, mimeo. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. Lists certain kinds of problems on which local and State defense councils should take action. Suggests methods of planning and executing a program for dealing with price problems, and discusses the relation between local and national action in this field.

DIRECTORY OF GOVERNMENTAL CONSUMER SERVICES AND AGENCIES, by Leland J. Gordon. Bulletin No. 3. 1940. Pp. 29, mimeo. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. A review of the existing municipal, State and Federal consumer services and agencies.

APPENDICES TO ACCOMPANY DIRECTORY OF GOVERNMENTAL CONSUMER SERVICES AND AGENCIES. 1940. Pp. 110. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. These appendices give detailed information on the names, addresses and location of various local, State and Federal officials whose activities are reviewed in a general way in Bulletin No. 3.

LOCAL MARKET NEWS BROADCASTS FOR CONSUMERS. Bulletin No. 4, Nov. 20, 1940. Pp. 7, mimeo. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. Describes briefly a number of market news broadcasts designed to provide consumers with helpful information on the supplies and prices of products available in local markets.

NUTRITION AND DEFENSE, by M. L. Wilson, Advisor on Nutrition to the Consumer Commissioner, National Defense Advisory Commission. Bulletin No. 5. Dec. 3, 1940. Pp. 9, mimeo. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. This bulletin consists of an address given by Mr. Wilson before the annual meeting of the American Dietetic Association. Points out some of the differences between the present national nutrition situation and that of the first World War. Presents suggestions for a during the present emergency.

REPRESENTATION OF CONSUMER INTERESTS ON A STATE DEFENSE COUNCIL. Bulletin No. 6. December 20, 1940. Pp. 14, mimeo. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. This bulletin consists of a report of the organization meeting of the Consumer Interests Committee of the New Jersey State Council of Defense, one of the first State consumers' committees to be set up. The relation of the State consumers' committee to the Consumer Division of the National Defense Advisory Commission is discussed.

MAINTENANCE OF FAIR RENTS DURING THE EMERGENCY. Bulletin No. 7. January 7, 1941. Pp. 12, mimeo. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. This report was prepared by a special committee of the tional Association of Housing Officia the request of the Consumer Division. It is designed for the use of States and localities where the Defense program may create serious rent problems due to housing shortages.

STRENGTHENING THE MACHINERY FOR CONSUMER PROTECTION. Bulletin No. 8. January 29, 1941. Pp. 10, mimeo. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. Contains a wide variety of suggestions for the use of the "Directory of Governmental Consumer Services and Agencies" Bulletin No. 3 by State and local defense councils, consumer organizations, and individual consumers.

CHECK YOUR WEIGHTS AND MEASURES. Bulletin No. 9. Feb. 17, 1941. Pp. 19, mimeo. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. Grabl suggestions for improving your com nity and State program of weights and measures protection. Contains a brief checklist of the provisions of the Model State Law on Weights and Measures.

EAT THE RIGHT FOOD TO KEEP YOU FIT, prepared by the Bureau of Home Economics with the cooperation of the Children's Bureau, Office of Education, and Public Health Service. 1941, pp. 6. Address: Consumer Division, National Defense Advisory Commission, Washington, D. C. Free. Gives brief suggestions for safeguarding your diet. Outlines activities for a community nutrition program.

Miscellaneous Consumer Bulletins

ECONOMIC ANALYSIS OF THE FOOD STAMP PLAN, by Norman L. Gold, A. C. Hoffman and Frederick V. Waugh, U. S. Department of Agriculture. 1940, pp. 98. Address: Superintendent of Documents, Washington, D. C. 20 cents. Discusses the objectives, theory and principles, scope, and methods of operation of the food stamp plan. Considers the public reaction to the plan and its effects on retailers, and on the dietary standards of low income consumers.

RURAL AMERICA LIGHTS UP, by Harry Slattery. 1940, pp. 142. Address: National Home Library Foundation, DuPont Circle Building, Washington, D. C. 25 cents. An historical review of the development of the electrical industry since 1910, describing the evolution of rural electrification and its relation to the economic security and well-being of the American farmer.

WOMEN'S DRESSES AND SLIPS—A BUYING GUIDE, by Clarice L. Scott, U. S. Bureau of Home Economics. Farmers' Bulletin No. 1851—supersedes Leaflet No. 105, "Quality Guides in Buying Ready-made Dresses." 1940, pp. 22, illus. Address: Superintendent of Documents, Washington, D. C. 5 cents. Discusses points to be considered in selection and purchase of women's dresses and slips, with special reference to fabric, size, fit, construction and workmanship.

TEN CLOSE-UPS OF CONSUMER CREDIT, by the Credit Union Section of the Farm Credit Administration. Circular 25. 1940, pp. 47. Address: Superintendent of Documents, Washington, D. C. 15 cents. This bulletin is made up of reprints of a series of articles which appeared in the CONSUMERS' GUIDE. Different types of credit are discussed from the consumers' viewpoint. This publication is included in the study kit which is listed as the next item.

YOUR MONEY AND MINE. A study-discussion packet on credit unions. 1940. Address: Credit Union Section, Farm Credit Administration, U. S. Department of Agriculture, Washington, D. C. Not available to individuals; will be sent only to leaders of study groups. This packet contains a 21 page study outline with suggestions for organizing and conducting a study group on credit unions. Also included is a collection of leaflets, pamphlets, reprints and charts on the purposes, and methods of organization and operation of Federal credit unions.

READ YOUR LABELS, by Helen Dallas and Maxine Enlow. Public Affairs Pamphlets No. 51. 1941, pp. 32, illus. Address: Public Affairs Committee, Inc., 30 Rockefeller Plaza, New York, N. Y. 10 cents. Discusses the history, need for, and protective features of the Food, Drug and Cosmetic Act of 1938. Also considers the regulatory activities of the Federal Trade Commission carried on under the authority of the Wheeler-Lea Amendment to the Federal Trade Commission Act.

A SELECTED BIBLIOGRAPHY ON THE USE OF ELECTRICITY IN THE HOME. 1940, pp. 37, mimeo. Address: Rural Electrification Administration, Washington, D. C. Free. Gives references to books, pamphlets and periodicals containing information on the care and repair of electrical equipment, heating and air conditioning, equipment for the kitchen, laundry equipment, plumbing and water systems, ranges, refrigerators, utensils, wiring and lighting, and miscellaneous small electrical equipment.

PRINCIPLES OF PLANNING SMALL HOUSES. Federal Housing Administration, Technical Bulletin No. 4. 1940, pp. 44, illus. Address: Superintendent of Documents, Washington, D. C. 10 cents. A discussion of the basic principles involved in planning a small house. Contains plans for a large number of varied types of homes, together with advice on selecting a site and heating and plumbing equipment.

PROCEEDINGS OF THE CONFERENCE ON CONSUMER CREDIT. 1940, pp. 92. Address: University of Washington, Seattle, Wash. $1.00. This report of a conference on consumer credit held at the University of Washington, November 13–14, 1940, contains the twenty-two addresses given at the various meetings. Among the subjects considered were the social and economic aspects of consumer credit, current developments with regard to various types of credit and the need for and effective regulation of credit.

CREDIT UNIONS—THE PEOPLE'S BANKS, by Maxwell S. Stewart. Public Affairs Pamphlet No. 50. 1940, pp. 31, illus. Address: Public Affairs Committee, Inc., 30 Rockefeller Plaza, New York, N. Y. 10 cents. Describes the history, growth, types, advantages, and methods of operation of credit unions, and their relation to other lending agencies. Bibliography.

THE MODEL STATE LAW ON WEIGHTS AND MEASURES. Letter Circular LC 620. 1940, pp. 46, mimeo. Address: National Bureau of Standards, Washington, D. C. Free. This model law was prepared by the National Conference on Weights and Measures and is recommended by the National Bureau of Standards. Although this law is suggested for enactment by States, it may be easily modified for adoption as a municipal ordinance.

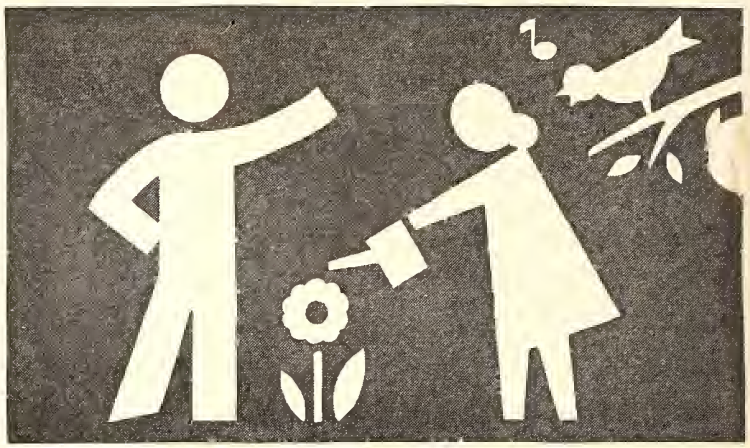
ABSTRACTS OF THE LAWS PERTAINING TO COOPERATION IN THE UNITED STATES OF AMERICA, ITS POSSESSIONS AND TERRITORIES. Dr. Bernard Ostrolenk, Project Director, and V. J. Tereshtenko, Project Supervisor. 1940, pp. 350, mimeo. Address: Cooperative Project, Work Projects Administration, 625 Madison Avenue, New York, N. Y. Free. Abstracts laws of all the States dealing with various types of cooperative enterprise.

HOUSING BIBLIOGRAPHY, by Loeta Johns and Earline Scott. 1940, pp. 45, mimeo. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. 15 cents. An annotated list of recent materials on housing and related problems. Included are books, pamphlets, magazine articles, newspaper items and reprints, periodicals, study outlines, films, plays, maps, radio programs and bibliographies.

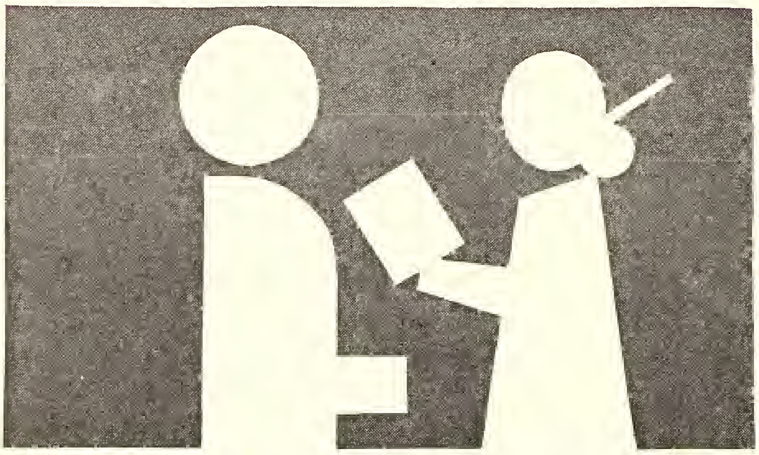
Please address your inquiries regarding any publication listed in "Consumers' Bookshelf" to the agency whose address is given under each title. Orders should not be sent to CONSUMERS' GUIDE or to the Consumers' Counsel Division.

Gardens Go to Town

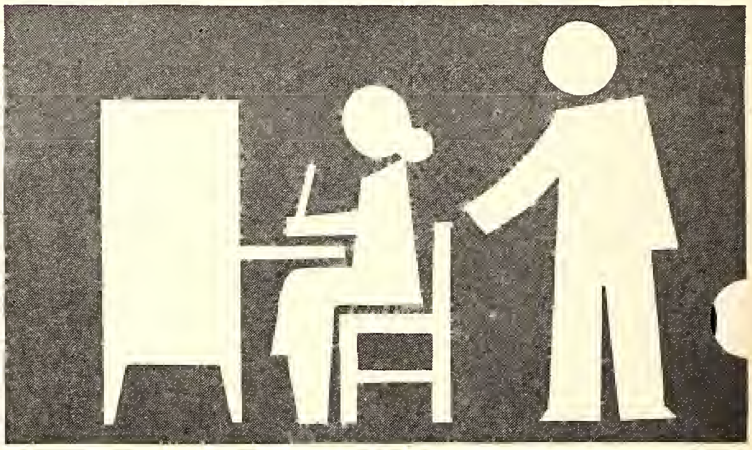
TURNING city lots, factory grounds, or other scraps of vacant land into garden spots to produce the city dweller's vegetable supply sounds like a good way of improving food habits, getting outdoor exercise, and making the food dollar yield more food. But prospective city farmers should cross-examine themselves carefully on the pro's and con's before digging too deeply into city lots.



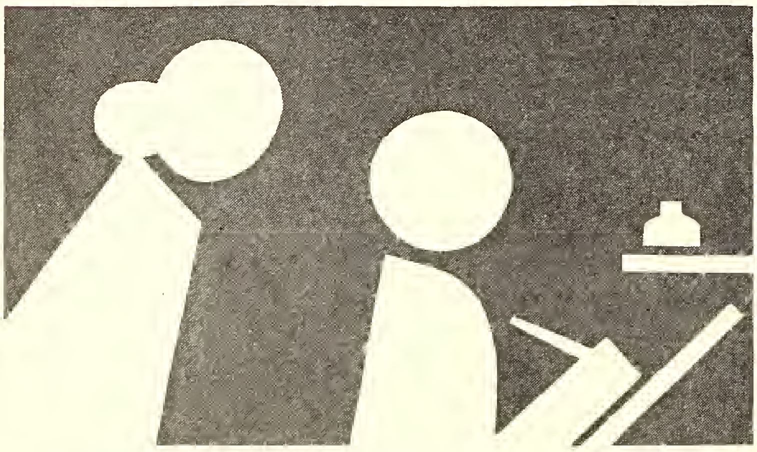
1. It's fun to dream of a garden when the warm sun slants through your window on a fine spring morning. But any little bird can tell you it takes planning to make a garden grow. First off, figure the weekly cost of the vegetables it takes to make a well rounded diet. *"Diets to Fit the Family Income"** gives you a key to quantities recommended in a week's low cost diet for 4.



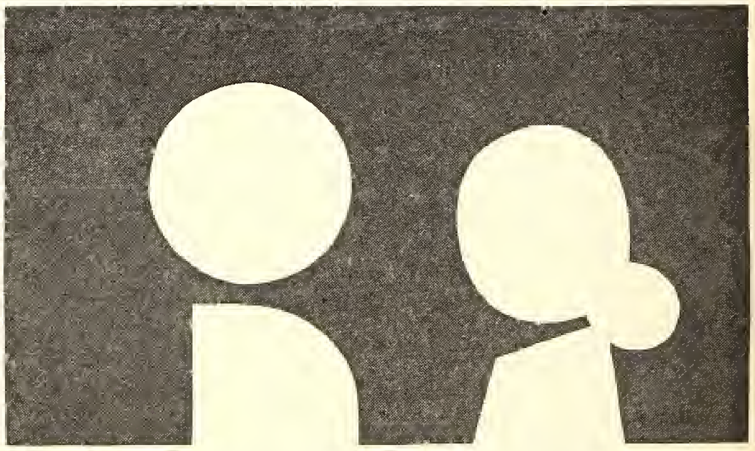
2. A minimum list would look something like this: 11 pounds of potatoes, 4 pounds of tomatoes (in place of oranges), 7 pounds of leafy green and yellow vegetables, 7 pounds of other vegetables or fruit. This year's prices are not always the same as last year's, but if you have been keeping an account book, last year's prices can be used as a guide in figuring what these will cost.



3. A garden that produces some or all of these vegetables sounds like a jolly thing to have, but don't just day dream about it. There are some costs to figure. Of course if you have no free land to start with, the cost of space may put an end to your garden dreams right off. Then comes the cost of seeds. You'll get a good steer on what you'll need from *"The City Home Garden."* *



4. Seeds and plants may not cost much, but that's just a beginning. How about tools you'll need for preparing land and cultivating it? Then there's fertilizer to help insure a good crop. When your sprouts come up you may have to think about spraying equipment and insecticides. County Agents, Experiment Station Experts,* can help you estimate costs of these and other items.



5. Now compare your total with the cost you estimat for the store-bought vegetables you would otherw buy. (If your garden is beyond walking distance from home, don't forget to add in carfare.) Garden dreams don't have to come to an end just because store-bought vegetables come cheaper than home-grown ones. A lot more than vegetables can grow out of the family garden.

6. If you're a good gardener you can, with effort, be sure of fine quality vegetables. You'll probably like the extra flavor of their freshness, too. And if you have land and seeds and strength enough, you may be able to give your family a much bigger and better assortment of vegetables than you could buy. Too many families eat too few vegetables and fruits.

7. Home-grown vegetables don't all have to be eaten fresh. Some might be canned. If you're debating going in for canning, do some careful figuring on this, too, in advance. Successful canning means careful processing, space for storing. Of course, pressure cooker and fruit jar costs can be spread over years, if you are sure you're going to hold on to your present love of gardening.

8. If you're clubby with other garden enthusiasts, one way to cut the costs of gardens, whether they are expected to yield enough for summer or for all winter, too, is to buy the equipment you need cooperatively. Pool your orders, then shop around for best buys. Some equipment can do multiple service when many gardening and canning people work together.

9. At the end of all this, maybe you think that a garden is, after all, just something to dream about. But if a garden of your own or a cooperative one with your friends are beyond you, perhaps you can relieve that suppressed desire for a garden by getting your city government to organize and supervise community gardens for the benefit of low-income people in your city.

10. After all these explorations, you may think you're back where you started from, but actually you've traveled far because by now you have learned how to balance the cost of a garden against the pleasure it can give. If you've translated your dream of a garden for yourself into a city garden for less fortunate people, you've given a hand to better meals for them.

***FOR ANSWERS** to the question "How does your garden grow?" turn to these people: The County Agent and the Home Demonstration Agent for the U. S. Department of Agriculture. They're usually located at the county seat. And so are the county representatives for the Farm Security Administration. If you can't find them, write to the Extension Service and the Farm Security Administration Washington offices. They'll tell you where their nearest agents are. You'll also get help from these pamphlets: *Home Canning of Fruits, Vegetables, and Meats,* FB No. 1762, Superintendent of Documents, Washington, D. C., 5 cents; *Community Canning Centers,* Bureau of Home Economics, Washington, D. C., free; *Diets to Fit the Family Income,* FB No. 1757, Office of Information, U. S. Department of Agriculture, Washington, D. C., free; the *City Home Garden,* FB No. 1044, Office of Information, U. S. Department of Agriculture, Washington, D. C., free; *Subsistence Farm Gardens,* FB No. 1746, Superintendent of Documents, Washington, D. C., 10 cents.

Milk Glossary for Consumers

PART VIII

Eighth installment of the language used by people who try to solve milk problems of producers and consumers*

L

LACTIC ACID. The acid in sour milk. Lactic acid is used in tanning, and as the basic material in the manufacture of some plastics.

When milk sours some of the bacteria, acting on the lactose (milk sugar), produce lactic acid. The lactic acid in turn precipitates the protein in milk (mostly the casein) and thus produces the curd or clabber that gathers in the bottom of a bottle of sour milk. The lactic acid, itself, is dissolved in the whey or watery part of the milk.

At the present time scientists in the Bureau of Dairy Industry are working on methods designed to make the wider use of whey as a source of lactic acid practicable for industry. (See also Waste).

LACTOSE. Milk sugar. Lactose is sugar that is found in the milk of all mammals, with the possible exception of the whale, and so far as is known, is not found anywhere else. More of it, about 6.94 percent by weight, is found in human milk, than in cow's milk (4.94 percent), and for this reason it is very often added to cow's milk for infant feeding.

Because it does occur in milk, and no place else, most people assume that it is a very valuable nutrient. Just why it is valuable hasn't been determined precisely yet. It is known that it retards the growth of harmful bacteria in the intestines, that it is more effective than other sugars in stimulating the growth of young animals, and that when taken in considerable quantities by adults it is less fattening than other sugars. It also has certain laxative and diuretic effects.

Commercially it is used by confectioners, by pharmacists in drugs, and by the manufacturers of certain liqueurs because when it crystallizes it produces a frosty effect on the inside of bottles.

Half the lactose produced by America's 25 million cows each year is either wasted or fed to animals in skim milk. The U. S. Bureau of Dairy Industry is working now on the problem of finding ways to turn billions of pounds of milk nutrients which fail to reach consumers into saleable products for human consumption.

LAWS. Legislation dealing with milk and milk products is concerned primarily with standards of purity and quality or identity, and with methods of marketing.

State and Federal laws may be concerned with all 3 problems, while city laws usually pretend at least to deal only with the control of milk from a health standpoint.

For a discussion of marketing laws dealing with milk, see Control Board; Agreement, Marketing.

Milk and milk products which enter interstate commerce are subject to the provisions of the Federal Food, Drug and Cosmetic Act of 1938. This law forbids the misbranding and adulteration of foods which enter interstate commerce. Relatively little fluid milk is sold in interstate commerce, and city milk ordinances usually control the sanitation and adulteration of that. On the other hand, large quantities of milk products, such as butter and cheese, are sold from one State to another, and the Food and Drug Administration keeps an eagle eye open for adulteration and misbranding of these products.

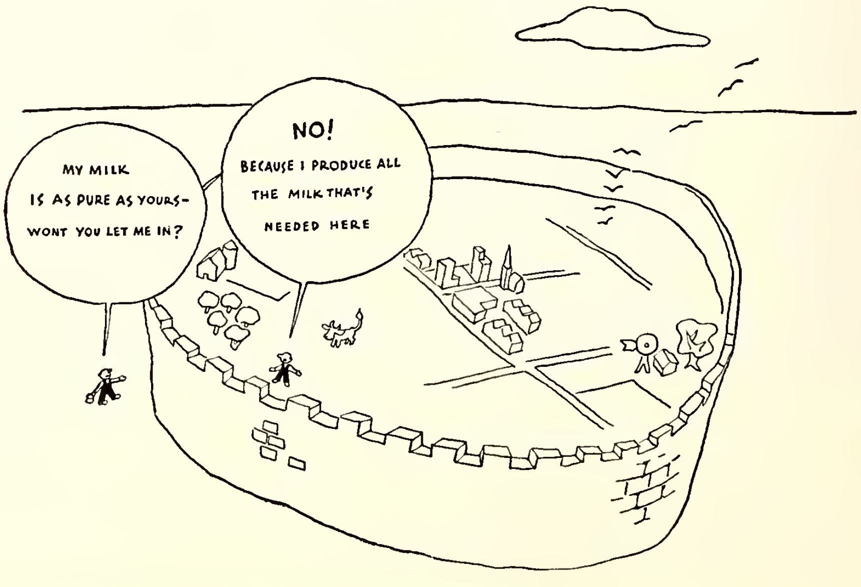
The same Act also provides for the establishment of standards of fill of containers for foods, minimum standards of quality, and standards of identity. Since the passage of this act, standards of identity have been set for cream, evaporated milk, dry skim milk, condensed milk, and for certain varieties of cheese. It is likely that simila standards will be established in the fu for other milk products.

Another Federal law establishes a standard of identity for butter. (See Butter).

State laws which deal with the purity of milk and milk products usually prescribe minimum milk fat content and maximum bacteria count. In the case of some milk products, these laws sometimes also prescribe the milk-solids-not-fat content. They may also prohibit the use of preservatives, and lay down sanitary requirements in the production, processing and distribution of the product.

Detailed sanitary requirements governing the production, processing, and distribution of milk, together with provisions for supervising these activities, are usually contained in city laws known as milk ordinances.

Milk ordinances vary greatly from city to city, except for those cities which have adopted the United States Public Health Service Standard Milk Ordinance. (See Standard Milk Ordinance.) While these city ordinances are intended primarily to protect health, they are sometimes use set up Chinese walls around a "milk sh which includes a city and a farming area immediately around it, and to restrict competition to milk produced within the walls. Such a policy, of course, is defensible neither from the standpoint of the consumer within the wall nor from the standpoint of milk producers outside. Adoption, enforcement, and acceptance of the Standard Milk Ordinance is one way to remove such trade barriers which stand in the way of the economic utilization of milk.


MY MILK IS AS PURE AS YOURS— WONT YOU LET ME IN?
NO! BECAUSE I PRODUCE ALL THE MILK THAT'S NEEDED HERE

**Earlier installments appeared in* CONSUMERS' GUIDE *August, October 1, October 15, November 1, December 2, and December 15, 1940, and January 16, 1941 issues.*

M

MALTED MILK. A milk food made by combining whole milk with a liquid obtained by cooking barley malt and wheat in [illegible]r. The final product, a powder, is [illegible]ined by evaporating the water. Under an unofficial definition issued by the Federal Food and Drug Administration, malted milk should contain at least 7.5 percent of milk fat by weight and not more than 3.5 percent water.

Combined further with cocoa or chocolate this preparation is sold for use in making so-called chocolate malted milk beverages.

Products that are not malted milk, but which are often confused with malted milk, are made of skim milk (instead of whole milk), cocoa or chocolate, and malt. These products are usually sold under brand names which contain some combination of the words chocolate, cocoa, and malt.

Under the Federal Food, Drug and Cosmetic Act, which applies to all food products entering interstate commerce, the Administrator of the Federal Security Agency may issue standards of identity defining the kinds and amounts of ingredients in these products. Until such standards of identity are issued, the law requires the labels on [illegible] products to list their ingredients.

[illegible]mposition of the various malted milk preparations on the market varies. A more or less typical malted milk preparation, however, contains about 3 percent water, about 13 percent protein, about 7.5 percent fat, about 3 percent of minerals, a small amount of fiber, and about 73.5 percent sugar.

A good food with a distinctive taste that is pleasing to many people, malted milk, however, is a food and not a drug, that is, it won't cure insomnia, or chilblains, or rickets, or what-not.

MARKET ADMINISTRATOR. (See Agreement, Marketing.)

MARKETING AGREEMENT. (See Agreement, Marketing.)

MARKET ORDER. (See Agreement, Marketing.)

MINERALS. Calcium, phosphorus, and iron are the 3 most important of the many minerals human beings need in their diets [illegible]ealth and growth. Milk is a most val[illegible]e source of calcium and phosphorus. It contains only a small amount of iron and is therefore not a good source for this mineral, though what little it does contain is readily available to the body.

Calcium, the most important component of bones and teeth, is not obtainable from most foods, a fact which gives milk one of its great nutritive values.

Phosphorus, which is also plentiful in milk, is an important element, not only of bones and teeth, but also of every living tissue, muscles, nerves and cells.

Since an unborn child begins to require calcium and phosphorus about 7 months before it is born, a quart of milk daily is a prime necessity in the diet of pregnant women. Milk incidentally is important not only for the child but also for the mother. The commonly held belief that a mother must lose her teeth with her first child derives from the fact that expectant mothers who fail to get sufficient calcium and phosphorus do suffer tooth deterioration. Growing children, too, need a quart of milk a day to permit bone and tooth development.

Adults suffer from cavities and tooth decay if their diets lack calcium and phosphorus.

O

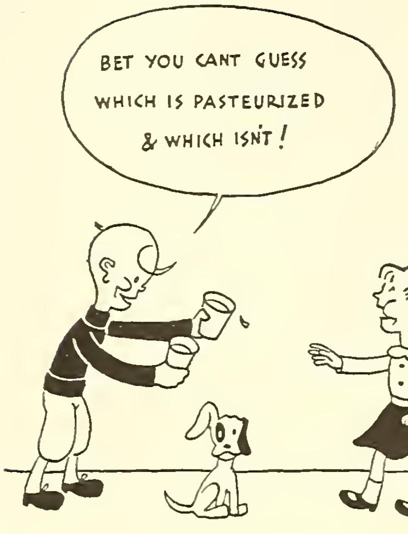
ORDINANCE. (See Law).

P

PASTEURIZATION. A method by which fluids may be partially sterilized by heating them. Discovered by the French scientist, Louis Pasteur, during a search for a way to keep wine from souring, pasteurization is now regarded as the only practical method by which milk may be made completely safe to drink.

Pasteurization differs from sterilization in that it does not destroy all the bacteria in milk. Pasteurization kills the disease-bearing, pathogenic bacteria. The useful lactic acid bacteria, the varieties that attack pathogenic bacteria in the stomach, survive pasteurization because they can stand higher temperatures than the others. Thus, milk pasteurized at proper temperatures is rid of the harmful bacteria while it retains the good bacteria.

There are 2 systems of pasteurization which are used most often: the holding system, and the flash system. Under the holding system, the method required in cities where the United States Public Health Service Standard Milk Ordinance is in effect, milk is heated to a temperature of 143 degrees Fahrenheit and held at that temperature for 30 minutes.


BET YOU CANT GUESS WHICH IS PASTEURIZED & WHICH ISN'T!

When milk is pasteurized by the flash system, it is heated to a temperature above 160 degrees Fahrenheit, kept at that temperature for a few seconds and then cooled quickly.

Where milk is not pasteurized, health experts recommend that it be boiled before use or made safe by one of 3 ways:

(1) Boil the milk in a pan directly over the fire for 3 minutes while stirring constantly, and then cool immediately by placing the kettle in cold water, and then in the refrigerator.

(2) Place the milk in a double boiler and let it cook while the water in the lower pan boils for 8 minutes. Then cool quickly.

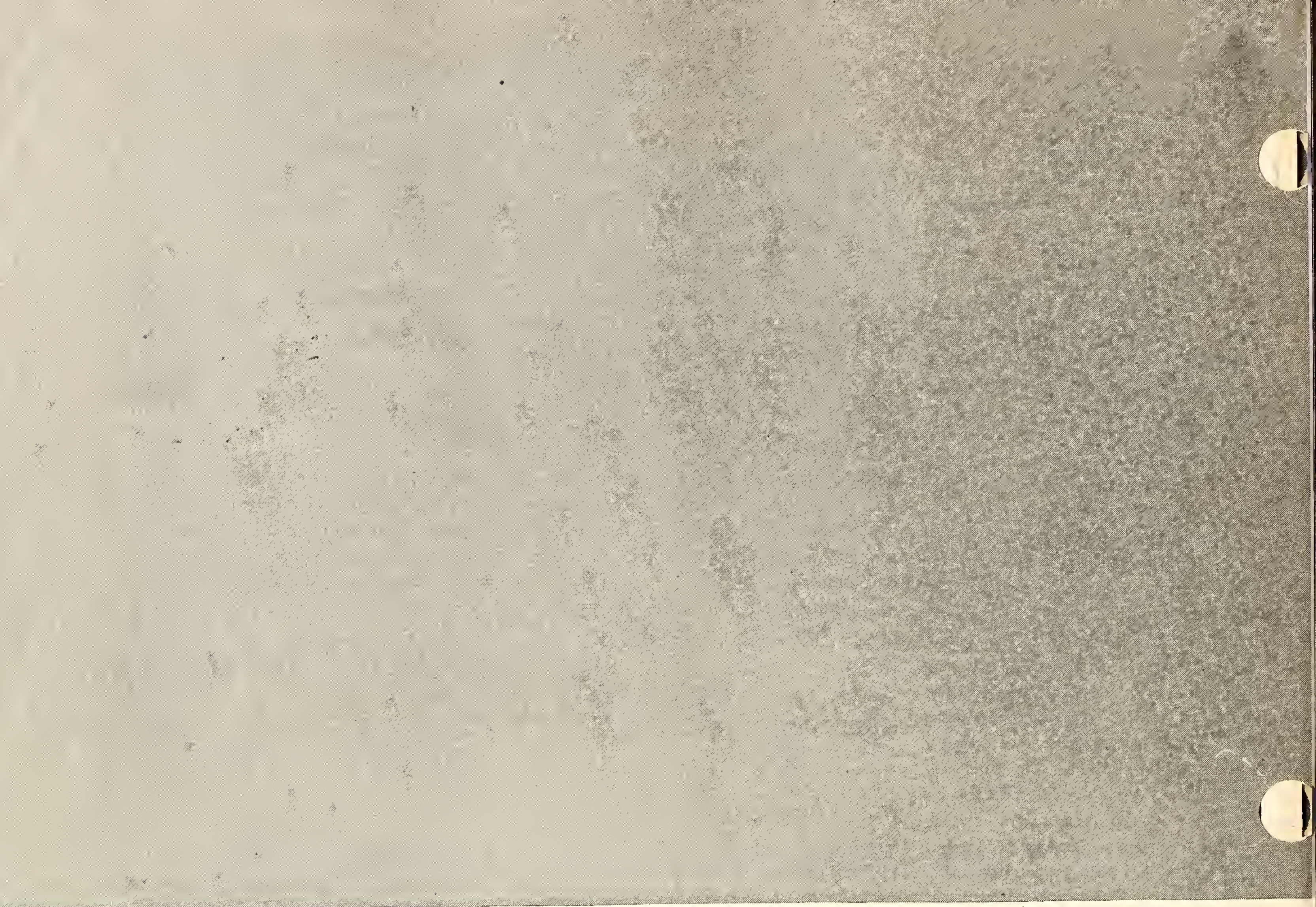
(3) Punch a hole in the top of the milk bottle cap after pouring out a little milk. Then insert a thermometer and heat the milk in a pan of hot water until the temperature reaches 143 degrees. Keep the milk at this temperature for a half hour. Then cool slowly and put the milk in a refrigerator.

These treatments not only eliminate the danger of milk diseases but delay souring of the milk.

Lingering around the country, strangely enough, is a prejudice against pasteurized milk. This takes 2 forms. Some people hold that (1) pasteurized milk is not as nutritious as raw milk, and (2) that it doesn't taste as good.

As for prejudice No. 2, most consumers can settle that for themselves: Conduct a taste test. Serve friends equivalent grades of raw and properly pasteurized milk. Ask them to identify the raw and the pasteurized milk.

Prejudice No. 1 is equally false. In a recent scientific test, research workers fed pasteurized milk to one group of calves and raw milk to another set. They came to the conclusion that raw milk possessed no particular nutritional advantage over pasteurized milk. It did have one important disadvantage. Calves fed raw milk were more likely to develop tuberculosis.



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"ENRICHED" FLOUR

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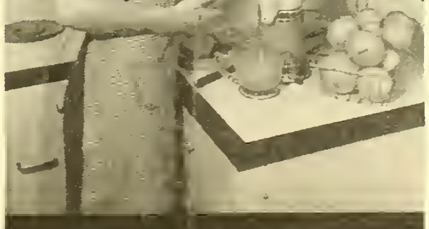
WHEAT

COTTON GOODS



CITRUS

MILK GLOSSARY

CONSUMERS' GUIDE

FEBRUARY 15, 1941 VOLUME VII, No. 10

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Prepared by
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"PENNY MILK" is trickling every school day down the red lanes of 232,000 children in New York, 52,000 in Chicago, and if plans go through this spring it will be a nourishing refreshment offered to school children in 3 new cities: Omaha, Nebr.; Ogden, Utah; and Birmingham, Ala.

Started as an experiment in Chicago in the spring of 1940 (see CONSUMERS' GUIDE, November 1, 1940, page 2), this milk bottle route to building stronger young Americans led to New York City in the fall of 1940. Now 232,000 boys and girls in 332 schools in the poorer sections of that city are getting a half-pint of milk each school day, against the 37,000 who used to get their half-pints before "penny milk" came along. Chicago schools also resumed their service of "penny milk" this winter, and now 52,000 children each get a daily half-pint of milk, against a total of 9,000 who used to get it.

"Penny milk" is possible because farmers, dairies, school authorities, and the Federal Government are all working together to make it possible. Farmers accept a slightly lower price for the milk that goes into "penny milk" bottles; dairies are expected to handle the business at cost; the Federal Government makes up the difference between the penny paid by the child and the total cost of the milk; school authorities work out ways to get it to as many children as possible.

When "penny milk" gets started in Ogden and Birmingham, a new wrinkle is going to be tried out. There, the schools will sell milk tickets. These tickets will sell under a kind of 2-price system. Boys and girls who can afford to pay full price for their milk will be asked to buy the full-price tickets. Those who can't afford this will have a chance to get their tickets for less. This scheme is to be worked out so that handicapped children won't feel the rub.

It takes time to work out the details of a successful "penny milk" program. The new ones now getting shaped up under direction of the Surplus Marketing Administration of the Department of Agriculture will be tried out this spring so that by the time school bells ring next fall everything will be set for full-fledged operation.

Consumers in other cities who would like something like this operating in their schools might drop a line to the Surplus Marketing Administration. It might be possible—nobody can promise—to get some more boys and girls lining up for "penny milk.'

SYBARIS, an ancient Greek settlement in Sicily, whose pleasure-loving inhabitants gave the present-day meaning to the word sybarite, was where the first cookbook is supposed to have been published.

Since then cooks have developed a language of their own which enables them to carry on conversations or to write new cookbooks completely beyond the understanding of many people.

To solve the riddle of the kitchen, however, a cookery lexicographer in the Department of Agriculture has compiled a simple glossary of everyday words and phrases encountered around a cook stove.

SIMMER: To cook in water that is about 185 degrees Fahrenheit, that is in water that never quite comes to a boil. Simmering is a gentle cooking process that gives you tender pieces of meat in a rich gravy.

PANBROIL: To cook in a skillet on top of the stove without added fat, without water, without a cover. In panbroiling you must be sure to pour off the fat that renders out of the meat. Panbroiling is used to cook quickly tender steaks and chops that have their own fat.

FRY: To cook in fat. There is deep fat frying, a method by which the food being cooked is covered with fat, or there is pan frying where just enough fat to prevent the food from sticking is used. Foods also may be fried in their own fat, say bacon or sausages.

SAUTE: To brown food in a little hot fat, turning it over frequently to prevent it from sticking. Less fat is used than in frying but more than in panbroiling.

BRAISE: To brown in a little hot fat and then to cook in steam with or without added liquid. Swiss steak and pot roast are examples of braising. Inexpensive cuts of meat when properly braised become tender enough to cut with a fork. Vegetables, like celery and carrots, may also be braised.

SCALLOP: To combine with a sauce (tomato, cheese, or a plain white sauce) and then to bake in the oven until golden brown on top. Almost any vegetable or sea food or combination of either may be scalloped delectably.

BATTER: A mixture of flour and liquid that's thin enough to beat.

CREAM: In a baking recipe, to blend fat and sugar with a spoon until the mixture is soft and creamy. In a recipe for vegetables, to combine them with a sauce made of fat, flour, milk, or cream, and seasoning.

CUTTING IN: To mix fat into flour by cutting the fat into little pieces, either with a knife, fork, biscuit cutter, or pastry blender.

BEAT: To agitate with a regular rhythmic motion that lifts the mixture over and over in such a way that air is forced into the mixture. Beating may be done with a spoon, a wire whip, a Dover beater, or a mechanical beater.

FOLD: To combine beaten egg whites with the thicker part of the mixture for a cake, a soufflé, or a puffy omelet. In order to make the fold, the spoon or egg whip is put straight down to the bottom of the bowl and then turned under the mass and brought straight up. In this manner layers of the thicker mixture and the egg whites are mixed together.

●

Credit for photographs goes to: U. S. Department of Agriculture, Information Division (cover, top); Farm Security Administration (cover, lower 1, 2, 4, page 9, lower right); California Fruit Growers Exchange (cover, lower 3, page 11); Florida Citrus Commission (pages 1, 3, and 13).

Facts About "Enriched" Flour and Bread

Millers and bakers are soon going to offer consumers new kinds of white or near-white flours and breads, labeled as "enriched." Here are some questions about these products with answers that come from food experts in Government

WHEAT FOODS are valuable foods. They supply food energy and protein at low cost. To be strong, people need an abundance of food energy and protein, and also of vitamins and minerals. Whole wheat grains have in them a generous supply of some of the vitamins and minerals bodies need. When wheat grains are milled to produce white flour, a large part of the vitamins and minerals in whole wheat grains is lost.

Standards for "enriched" flour and bread which many millers and bakers are following were recommended by the Committee on Foods and Nutrition of the National Research Council, a group of nutritionists. Government standards for "enriched" flour are being proposed, but no Government standards had been set for "enriched" bread by the date of this issue of CONSUMERS' GUIDE.

The recommended enrichment of flour and bread, which should cost consumers little or nothing, is designed especially to help in planning adequate low-cost meals, and in the interest of the health of the Nation.

1. *What is "enriched" flour?*

According to the Committee's recommendation, enriched flour is white or near-white flour which has in it specified amounts of at least two vitamins, thiamin (B_1) and nicotinic acid, and one mineral, iron. "Enriched" flour may also contain certain amounts of two other vitamins, riboflavin* and Vitamin D, and two minerals, calcium and phosphorus, but these are not required.

2. *How is "enriched" flour made?*

(1) By special methods of milling wheat, which save the recommended amounts of the vitamin and minerals;

(2) By adding to plain white flour the recommended amounts of vitamins and minerals;

(3) By combining these methods, saving part and adding the rest.

3. *Which type of "enriched" flour is preferred?*

The kind that is made by special milling is to be preferred, but may not be on the market as soon.

4. *What does "enriched" flour look like?*

The kind made by adding vitamins and minerals looks and tastes like the white flour you have been used to. The kind made by special milling is slightly darker.

5. *If you use "enriched" flour in recipes that call for plain white flour, do you have to change your recipes in any way?*

Use "enriched" flour, to which vitamins and minerals have been added, in exactly the same way. The specially milled flour may require slight changes in recipes.

6. *Can you use baking powder, or soda and sour milk, with "enriched" flour?*

Yes, but use no more soda than is necessary. An excess tends to destroy the vitamins.

THERE IS NO ONE PERFECT FOOD

EVERY food has something to add to health and strength. There is no one perfect plan for meals. Many different combinations of foods will give bodies the nourishment they must have to work hard, carry strain, and grow in power and joy. Choose the best possible meals your pocketbook can afford. Rules for well-balanced meals are simple. If you are not sure what they are, check with the November 15, 1940 and February 15, 1941 issues of CONSUMERS' GUIDE.

**Government standards may make riboflavin a required ingredient. Other valuable sources of riboflavin are: milk, cheese, eggs, lean meats, liver, nuts, kale, spinach, and other greens.*

7. *Can you use self-rising "enriched" flour in making biscuits and other hot breads?*

Yes. Self-rising "enriched" flour behaves exactly as the self-rising flour you have been using.

8. *What is "enriched" bread?*

It is bread which has in it the vitamins and minerals present in "enriched" flour.

9. *How is "enriched" bread made?*

(1) With "enriched" flour;

(2) With plain white flour and special yeast preparations;

(3) A combination of these methods.

10. *Should "enriched" bread be used in place of whole wheat?*

No. If you prefer white bread be sure it is enriched.

11. *Has "enriched" bread more food energy than plain white bread?*

No. The vitamin and mineral additions do not change the energy value of bread.

12. *Will eating only "enriched" bread supply you with the necessary amount of the vitamins and minerals present in this kind of bread?*

Not unless you eat an excessive amount. Then you would not be able to eat enough other foods, supplying other vitamins and minerals your body needs.

13. *Should you eat more bread if you buy the "enriched" kind?*

Not necessarily. The important thing is to eat well-balanced meals.

VITAMIN TABLE

THESE are the minimum amounts of vitamins and minerals which the Committee on Foods and Nutrition, National Research Council, recommends should be in each pound of "enriched" flour and bread:

	FLOUR	BREAD
	(Required)	
Thiamin	*1.66 mg.**	*1.0 mg.**
Nicotinic acid	*6.15 "*	*4.0 "*
Iron	*6.15 "*	*4.0 "*
	(Optional)	
Riboflavin	*1.23 "*	*0.8 "*
Calcium	*500.00 "*	*300.0 "*
Phosphorus	*500.00 "*	....
Vitamin D	*250.00 I. U.***	*150.00 I. U.***

**mg.=milligram.*
***I. U.=International Units.*

THE DIET of an average man should provide these amounts of these vitamins and minerals each day, according to estimates by this Committee:

Thiamin	*2 mg.*
Nicotinic acid	*20 "*
Iron	*12 "*
Riboflavin	*3 "*
Calcium	*800 "*
Phosphorus	
Vitamin D	

14. *Are "enriched" flour and "enriched" bread foods or medicines?*

They are foods, not medicines. No curative claims should be made for these products.

15. *What other foods are valuable sources of thiamin?*

Whole wheat flour, oatmeal, and other whole grain cereals; beans and peas; nuts lean pork products.

16. *What other foods are valuable sources of nicotinic acid?*

Lean beef, corned beef, chicken, liver, rabbit. Lesser amounts in milk, collards, kale, green peas, tomato juice, turnip greens.

17. *Is nicotinic acid the same as nicotine?*

No. Nicotinic acid is a vitamin found naturally in wheat and other foods. It has none of the qualities of nicotine found in tobacco.

18. *What other foods are valuable sources of iron?*

Whole wheat flour, rye flour, brown rice, oatmeal, eggs, lean meat, liver, kale, spinach and other greens, beans and peas, dried fruits, molasses.

19. *Are the synthetic (or laboratory-made) vitamins that are added to enrich bread and flour as good as the same vitamins found in nature?*

They do exactly the same job in the diet, although they may come from a different source.

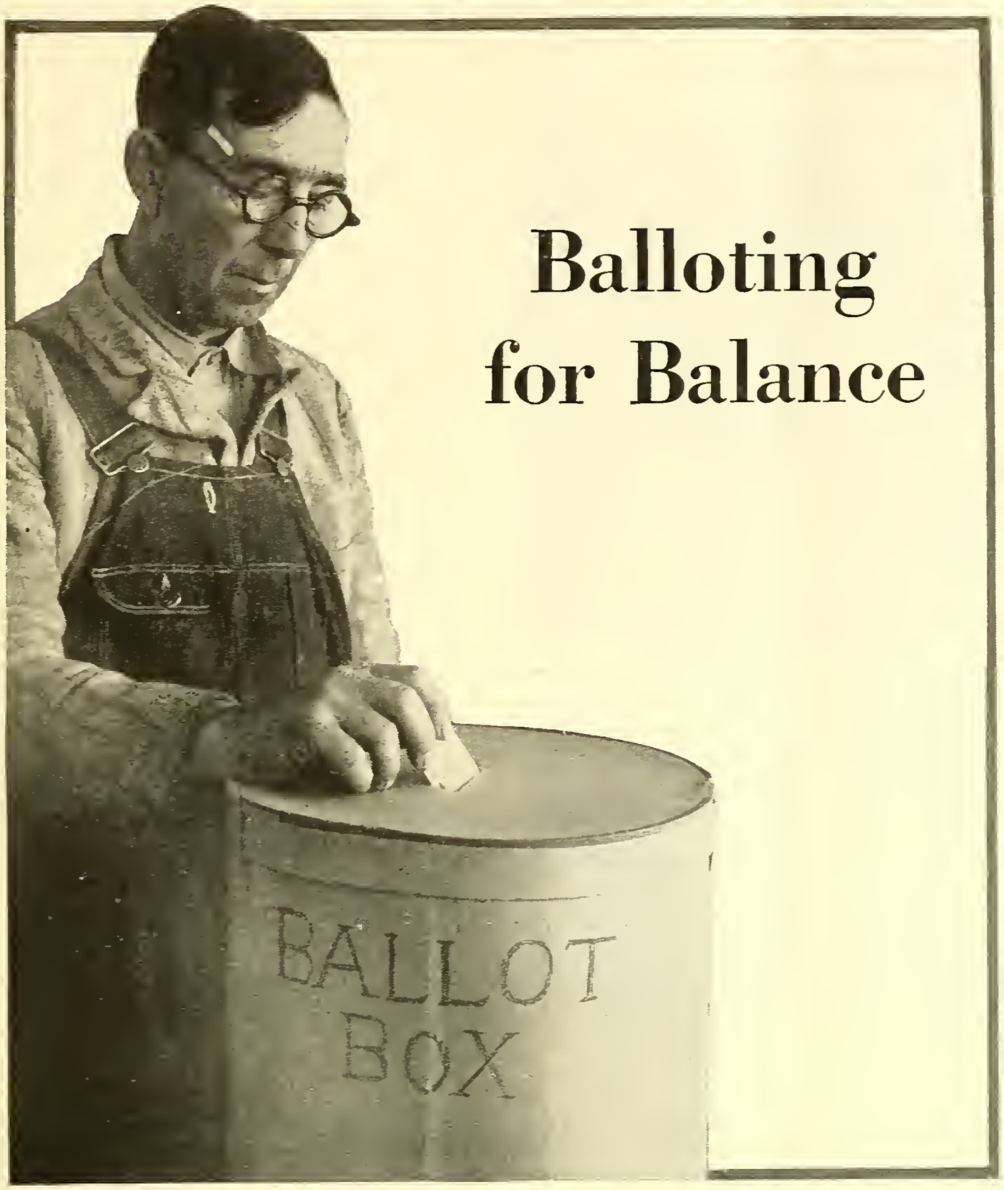
20. *Is there danger of getting too much of these vitamins by using enriched flour?*

No. There is no reason to be concerned about this.

Enough wheat will be on hand this summer for 2 years' normal needs

Balloting for Balance

America's wheat farmers in 41 States take to the polls to decide what to do about marketing their too-abundant supply



MAY 31ST this year is going to be wheat referendum day. There's a surplus of wheat, and the point of the referendum is to decide whether growers want to have marketing quotas.

Mister Surplus is pictured usually as a pile of grain, perhaps as high as a barn, dwarfing the farmer who stands looking at the pile sadly.

Farmers and consumers, these days, however, are cagey when it comes to looking at Mr. Surplus's pictures. Is that pile of wheat heaped up there, they ask, because the wheat can't be sold, or because the wheat can't be used?

The distinction is an important one. People are impatient these days with surplus supplies on farms and minus supplies in cities.

There is an unmistakable surplus of wheat. In the year following July 1, 1941, there will be 1,200 million bushels of wheat in the country, according to present prospects. That's enough for more than 55 billion pounds of flour, or about 2½ times the amount of flour milled in the United States during recent years. Put in 12-pound bags and laid side by side it's enough flour to girdle the earth 27 times.

Of course, wheat isn't sown and harvested and milled and put into bags for the purpose of girdling the earth with it. Grain is produced so that people can have bread, and cakes, and pastries, and breakfast cereals, and macaroni, and spaghetti, and noodles in their soup.

Eating wheat products as liberally as any American is likely to, a person probably doesn't bread-and-cookie his way through more than 168 pounds of flour a year. Actually the average consumption of flour per person adds up to about 155 pounds in a year. But just assume everyone in the country is going to take on a cargo of 168 pounds of flour a year. Even under that circumstance, the 1,200 million bushels of wheat that will be available on July 1, will be enough for more than 2 years without turning another furrow, seeding another foot of ground, or rolling a tractor out of its shed.

Surpluses of American foods, measured by human needs, are rare. When you name cereals and cooking fats, you have pretty nearly exhausted the list.

In fact, if a yardstick of the foods which consumers could use were held up against supplies, it would overtop many of our stores of vitamin- and mineral-rich foods. The 1939 Yearbook of Agriculture says, for example, if families not now getting good diets were to get the kind of freely chosen diets nutritionists rate as good, we'd need 20 percent more milk, 15 percent more butter, 35 percent more eggs, 70 percent more tomatoes and citrus fruit, 100 percent more leafy, green, and yellow vegetables. We could eat more meat, too, than we have this year without any harm to the pleasure and value of our meals.

NOT ONLY IS THERE A SURPLUS OF AMERICAN wheat, but world wheat production has risen far more rapidly than population has increased in the last 50 years. In 1889, for example, the world production of wheat (excluding Russia and China, for which there are not comparable statistics) was 2,400 million bushels. By 1939, world production was notching the 4,300 million bushel mark. Over these years some wheat-importing nations have become wheat-exporting nations. Nations which have continued to import wheat now import less of it. As competition for foreign wheat markets became keener, the competition also got rougher. Economic spite fences, tariffs, money regulations, import quotas, trade barriers of all kinds came to choke up the channels of international wheat trade. All this made for trouble even before the war-making had reached its present crescendo.

War is now here on a scale to make every other trade barrier and every other disaster look like a traffic jam in an ant hill.

A FARMER COMMITTEEMAN takes a sample of some wheat which is to go into the Ever-Normal Granary. The sample is examined to determine the variety and quality of the wheat. Farmers who plant wheat according to plan can borrow 52 to 75 percent of the parity price on wheat that goes into storage.

Supply statistics and price statistics are so much jumbled type to city families, but to farm families price and supply statistics read like the words of judgment out of the Doomsday Book.

Imagine, if you have a job somewhere, what would happen to your insides if your boss should walk over to you and say:

(1) Smith, I'm sorry, but I'll have to let you go, or

(2) Smith, I've got good news for you. Beginning on the first, your wages are doubled.

That's the way price and supply statistics speak to farm families. They may say to a family, you'll have to give up your home. Or, you can't buy those glasses Mary needs. Or, Jimmy can't go off to school. Or, short rations for your family this year.

A PRICE OF 40 CENTS A BUSHEL WOULD BE about the worst news a wheat farmer could hear. Yet 40 cents or less a bushel is what the United States farmers would have got for their wheat last year if the world market had been permitted to set the domestic price as it has in the past.

Instead, United States farmers who cooperated with the wheat program got an average of something like 83 cents a bushel for their wheat.

The 43 cents a bushel difference in price is about the difference between being employed and unemployed. The difference is due to a wheat program, provided by Congress and operated by wheat farmers in cooperation with the Department of Agriculture. For a complete description of the program you might read the July 1939 and the March 1, 1940 issues of the CONSUMERS' GUIDE.

UNDER THIS PROGRAM, WHEAT FARMERS agree to plant each year the number of acres that will produce the amount of wheat we normally consume in this country plus the amount that can be exported plus an amount to carry over to next year to ensure safety in supplies. There is a national acreage allotment in which each wheat farmer shares.

Because nobody can absolutely guarantee the amount of wheat a certain number of acres will produce, extra provisions are made for an Ever Normal Granary (1) to protect farmers from the punishing effects of too much wheat in good years, and (2) to protect consumers from the punishing effect of too little wheat in poor years.

When these provisions fail to keep things in balance, there is an emergency switch called Marketing Quotas.

The Secretary of Agriculture, according to the provision describing the Marketing Quotas, must take an inventory of the Nation's prospective wheat supplies each year before May 15. If the wheat inventory reveals that the prospective total supply of wheat will exceed a normal year's domestic consumption and exports by more than 35 percent he must then proclaim Wheat Marketing Quotas.

Once the Marketing Quotas are announced, all wheat farmers who are affected must be given a chance to go to the polls to vote for or against the quotas. There are about 1,500,000 wheat farmers in 41 States, but generally speaking only the commercial farms, estimated roughly at about half the total number, would be affected by quotas. If farmers vote for the quotas by a two-thirds majority, marketing quotas remain in effect. If they don't vote for quotas by a two-thirds majority, then the marketing quotas are canceled. The law provides that in this case the Federal Government shall stop making loans to farmers on their wheat, because the Government cannot afford to advance loans on a supply of wheat which is uncontrolled.

Marketing Quotas, when ratified by two-thirds of the farmers affected, permit a farmer to sell all the wheat he grows on his acreage allotment (his apportioned share of the National Acreage Allotment for wheat) for whatever price he can get. If he doesn't want to sell it, he can store it in sealed bins on his farm or in approved commercial warehouses, and can obtain a Government loan on it. This loan may range in amount from 52 to 75 percent of the parity price of wheat. Parity price is computed by a complicated formula, but actually it is simply a price per bushel of wheat which will buy the same quantity of goods and services a bushel of wheat bought in 1910–14.

When wheat Marketing Quotas are voted in, a farmer who wants to sell more than his share of wheat must pay a penalty for excess wheat he markets. Should a farmer decide to store his extra wheat in the sealed bins of the Ever Normal Granary and obtain a Federal loan on it, then he can only borrow 60 percent as much as his neighbor who did not grow more than his share.

As things look now, it's almost certain that wheat Marketing Quotas will be proclaimed by the Secretary of Agriculture before May 15.

Already May 31, has been tentatively set aside as wheat referendum day so America's wheat farmers can go to the polls and vote for or against the Marketing Quotas.

NINE O'CLOCK ON THE MORNING OF MAY 31, the polls are going to open in school houses, and churches, and county courthouses, and agriculture buildings in almost every farm community in all except 7 of the 48 States. Beginning early in the morning, farmers will start toward town. Some will make a day of it, and the kids and the wife will pile into the family car with the man of the family. They'll go shopping or visiting maybe while he goes to the polling place, says hello to his neighbors who are the referendum officials, has his name checked off the list of eligible voters, and finally casts his secret ballot. His vote in, he'll probably hurry away with a wave of his hand and go downtown to catch up with his wife and children so he can enjoy shopping with them.

When he overtakes his wife she'll want to know what happened, and in explanation, he'll say, "Well, I voted."

"Yes?"

"There were 2 spaces for marking your ballot," he'll explain as they go along. "You put an X in one if you were in favor of the quotas or you put an X in the other if you were against."

"And how did you vote?" his wife will ask.

"You ought to know," the farmer will laugh, "we decided that together."

And that'll be that.

In the evening of May 31, farmers from all over the neighborhood will gather in the school auditorium and the ballot totals will be marked up on a blackboard before everyone as they are counted.

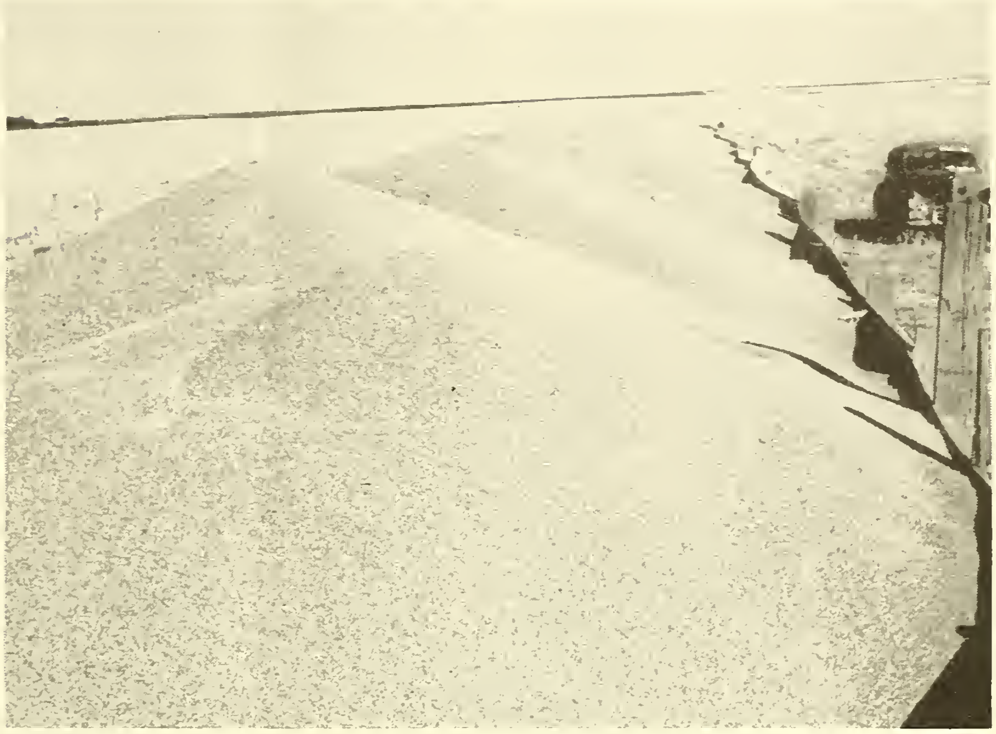
When the last vote is counted, the local officials will send the returns off to the county seat where more farmer officials will be compiling subtotals. The subtotals will be forwarded to State capitals, and then finally the votes will surge into Washington for the final tabulation.

WHATEVER WAY THE VOTE GOES, YOU CAN depend upon the democratic integrity of the balloting. When they read the returns, farmers can light their pipes and say that's their democratic decision—the 50-acre farmer as well as the 5,000-acre farmer. Each farmer, so long as he is affected by the quota, has one vote, and no farmer, no matter if he is a corporation with vast farm lands, has more than one vote.

Across the border, Canadian farmers, too, are struggling with too much wheat. Their government has decreed a marketing quota which permits Canadian farmers to sell only about half their wheat. Prices have been fixed at about 50 cents a bushel, as against the average of 83 cents American wheat farmers are getting by cooperating in the program, and any Canadian farmer who sells more than his quota is subject to fine and imprisonment.

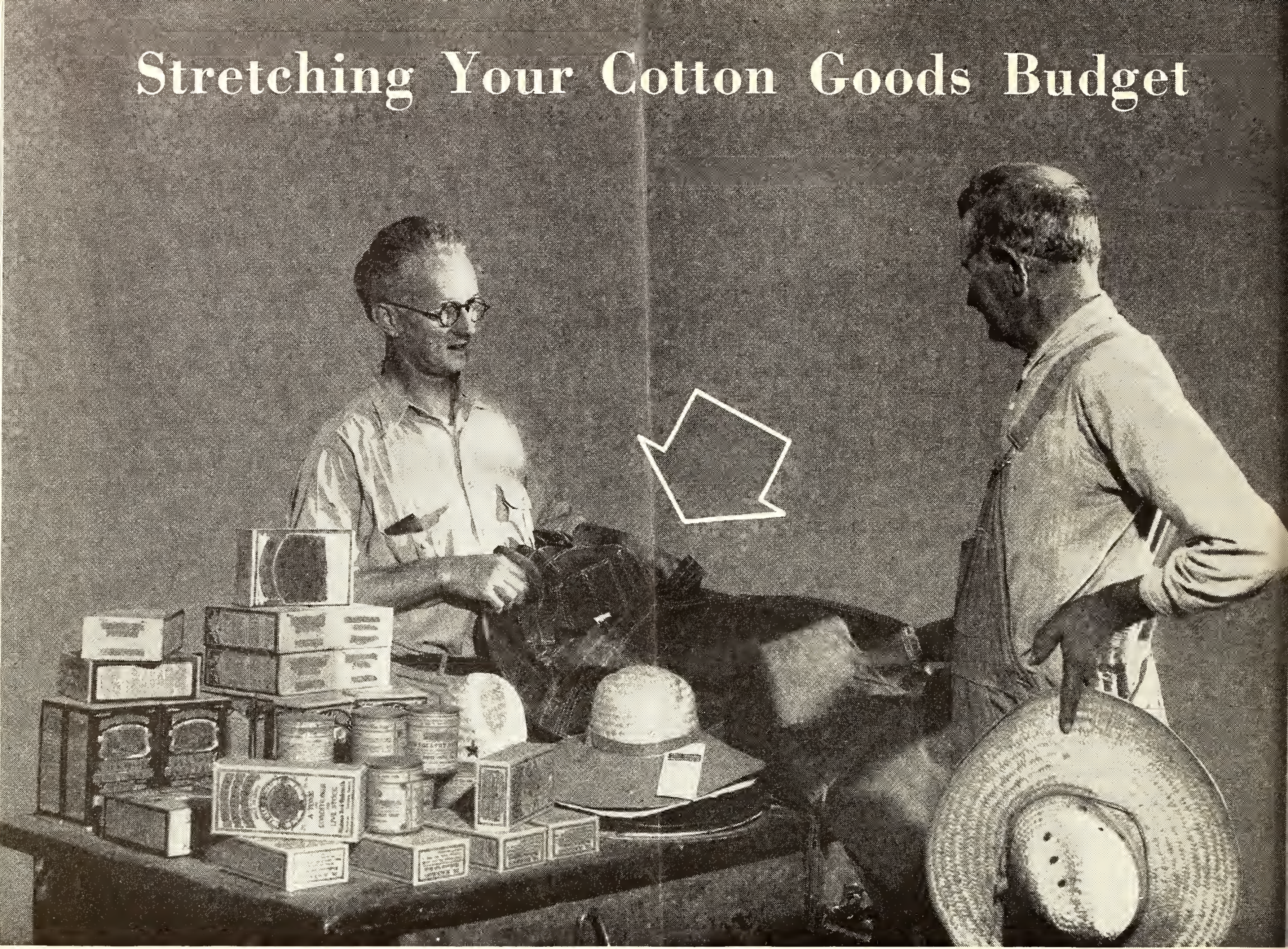
Nobody's trying to make a case that the way American wheat farmers are coping with their problems is the one and only way, but farmers, faced with actual surpluses which their own countrymen cannot eat and other countries cannot take, are persuaded that there's no other practical way out of their troubles than to get the help of Government in controlling supplies to sustain income.

Other farmers, trying to make a living by producing the kinds of foods that consumers could use in greater amounts, have other problems. For them, shoving up prices by controlling supplies is not the whole answer. There's an even more difficult job for Government to do, and that is to help such farmers develop new and greater markets.



SURPLUSES of wheat give other countries, besides the United States, a headache. Our next door neighbor, Canada, too, has been producing more wheat than its farmers can sell at fair prices. Surpluses there are piled up high in open fields as above. In the United States farmers can store their surpluses in carefully sealed granaries as below and obtain Government loans on the wheat. Loans help them to hold the wheat until another year when there may be more need for this food.

Stretching Your Cotton Goods Budget



SUPPOSE SOMEONE came along and said: "Here are $25. You can have all of them, provided you spend every cent on cotton goods for yourself, your family, or your household. Spend them any way you like, but buy only cotton goods that are made with American cotton and made in American mills."

What would you buy?

That's a question that hundreds of thousands of Southern cotton growing families are going to go into huddles over this year.

These are the farm families who are taking advantage of the Government's offer to give them $25 worth of cotton stamps if they cooperate in a special cotton program. (See CONSUMERS' GUIDE for January 15, 1941.)

Any sensible family checks over its present cotton goods possessions before it decides on what to add to them. That's probably what you'd do, too. But if your cotton needs are like the needs of city relief families now receiving cotton stamps under the Surplus Marketing Administration's program (See CONSUMERS' GUIDE for April 1, 1940), this would be how you would divide up your $25:

For household goods	$9.25
For men's wear	6.75
For ladies' wear	4.25
For boys' wear	2.50
For girls' wear	1.25
For infants' wear	1.00
	$25.00

OF COURSE, THIS IS NO RULE TO GO BY. IT is just the way families with very low incomes, operating under the Cotton Stamp program, have been spending their cotton stamps.

Because lots of families will be going to market this year with their extra $25 worth of Cotton Stamps, we have pulled together here, from the expert research and observations of the Bureau of Home Economics, some rules anyone can go by in selecting some of the many different kinds of cotton goods most families need.

COTTON FABRICS:

Fiber: Judge the fiber by unravelling a yarn and pulling out the little fibers making up the yarn. Short fibers vary from a half to one inch in length. Compare the fibers of different cotton fabrics. Best fabrics have the longest fibers.

Construction: Yarns should be evenly, closely, and firmly spun. Coarse yarns interwoven with fine yarns—as in dimities and poplins—may cause the weaker yarns to give way unless of good quality. The same holds for irregular yarns producing lumps in the fabric. Look for knots where broken yarns may have been joined together. Unless made skillfully, these knots can result in tears and other damage. Judge the weave by holding the fabrics up to the light to see how close and even it is. Information on the label giving yarn count is the best index to quality of weave. The higher the yarn count, the more durable the fabric, other things being equal. Yarn count that is approximately equal in both directions means a

How to make every penny buy more when you market for household and personal cotton goods

fabric with the strength equally distributed. Pull the fabric between the fingers to see if the yarns shift easily. Scratch it with your fingernail; if the yarns give easily, it means the fabrics will fray at the seams when made into a garment. A knitted fabric, elastic and porous, easily pulls out of shape unless it is closely knitted.

Finish: Sometimes excessive sizing put in to make a fabric look better than it is can be exposed by rubbing a corner of the fabric between the fingers and noticing if a tell-tale powdery substance filters down. Improper bleaching results in weakened threads; pull the fabric each way to see if it gives easily.

Dye: Fabrics labelled "vat dye" or "indanthrene dye" are least likely to fade because the dye has become a part of the fiber. Better penetration and, often better fastness, of dyes is obtained by dyeing yarns before they are woven. Printed fabrics may be more susceptible to fading than yarn or piece-dyed fabrics.

SHEETS:

Label: Should tell yarn count, breaking strength, weight in ounces per square yard, amount of sizing, size of finished sheet, amount of shrinkage.

Fabric: Yarn count should be about equal both ways; otherwise, weave is "unbalanced" and may not wear well. Weight of the sheet is the number of ounces per square yard. Low-weight sheets may be fine percales, or just sleazy and poor quality. If loosely woven, they wrinkle, do not wear well, are uncomfortable to sleep on. Heavy sheets are hard to handle, run up laundry bills. Mediumweight and heavyweight muslins are best for long wear and everyday use. On page 10 there is a table to guide you in selecting 5 different types of sheets.

Judge evenness and balance of fabric weave by holding it up to the light. If threads are uneven, sleazy or loose, sheet is poor quality. Fabric should be free from sizing or filling, should be torn rather than cut from the bolt, and should be hemmed with strong thread in short, even stitches—about 12 to 14 to the inch.

Quality: The higher the breaking strength of the fabric, the longer it will wear. "Seconds" have imperfections in the weave, may or may not wear well, should sell at lower price. "Run of the mill" sheets have not been classified into firsts or seconds, should also sell at lower prices.

Hems and selvages: Look for extra threads on selvage edges to increase wear. Hems should be turned evenly and closed at ends. Hemstitching lowers wear, costs more; machine stitching rarely tears, but stitching itself and folded edge may wear badly.

Dimensions: Measure length, width, thickness of mattress for size. Add 5 to 7 inches for hems, 5 to 8 inches additional for shrinkage. *Best size to buy:* length, 99 to 108 inches; width, single or twin bed, 63 inches; twin or three-quarter, 72 inches; double, 81 to 90 inches.

SHIRTS:

Fabric: Broadcloth, oxford cloth, madras, chambray, and percale are fabrics most often used for business type shirts. Oxford, chambray, madras, and high quality broadcloth are durable. Heavyweight chambray is used for work shirts along with covert, khaki, and jean. Percales for medium priced shirts. Fabric should be firm, smooth, with minimum sizing, no loose threads, floats, or fuzzy surface. Novelty shirts with designs, stripes, or checks of rayons don't wash well. High quality shirtings are smooth, silky, firm, not thick, harsh, or rough.

Collar: Collar should be right height for neck of wearer, points should be sharp, stitched evenly and should lie flat. Several rows of stitching on inside of neckband keep collar firm.

Sleeves: Sleeves should be cut in one piece, but if pieced at the back of arm, they may still fit properly. Work shirts need a double fabric at elbow.

YARN count is one measure of the durability and strength of cotton goods. Consumers don't carry to market accurate precision instruments like this one to check yarn count for themselves. That's why the information should be on the label of all cotton goods if consumers are to buy wisely.

FIRST thing needy consumers buy under the Cotton Stamp Plan is piece goods. From these they make clothing, sheets, towels, and other cotton articles. To get quality in piece goods, consumers have to know facts about finish, yarn count, breaking strength, colorfastness, and shrinkage resistance.

Cuff: Sleeves should be pleated or gathered evenly to cuffs. Placket should be long enough for cuff to be ironed flat. Button halfway up placket keeps cuff neat and even.

Back: Back should be full cut, with pleats or gathers set over the shoulder blades, not in center of back, where they do little good. The shirt should be cut longer at center back.

Buttons: Buttons should be sewed on with strong thread shanks. Low quality buttons are cloudy, rough, uneven, chipped, with holes off center.

Seams: Seams in good quality shirts have 18 to 20 stitches to inch; work shirts, 12 to 16 stitches to inch.

Size: Size of collar and sleeve length should always be stamped on shirt. Tight shoulders, short sleeves, or tight neckband all mean poor fits. Size stamp sometimes looks like this: "15–4." This means a 15 neckband and a 34-inch sleeve.

Shrinkage: Buy shirts which have a shrinkage guarantee on the label.

OVERALLS:

Kinds: Denim, twill, covert, and drill. Denim is low cost, and is good for all around serviceability. The kind that weighs 9.10 ounces per square yard is good for farm work and work around the house. Heavier weights (2.00, 1.85, and 1.60) cost more, are heavier, but are stronger. Lighter weights don't last. Yarn count should be 61 in warp (lengthwise) per inch, 39 in filling (crosswise). Lengthwise breaking strength should be 145 pounds, crosswise, 58 pounds.

Twills are of harder finer yarns, are more resistant to friction and rubbing strain, and resist dust, oil, and grease.

Covert cloth, like twills, is a "dressier" material. Drill, worn by soldiers in warm weather, costs more than denim but wears well. The kind that weighs 7.7 ounces per square yard should have yarn count of 72 by 60, and breaking strength of 114 by 80.

Dyes: Indigo dyes are best for blue denim. Ask for colorfast guarantee against light, water, laundering.

Shrinkage: Look for labels guaranteeing against shrinkage beyond a stated percentage, usually 1 or 2 percent. If garment is not so guaranteed, it should be over-sized to allow for slack.

Stitching: Should be double or triple stitched, with reinforcement at crotch, in the seat, at strap joinings, and at pockets. Seams should be lapped, with 10 or 12 stitches to inch. Look for "double hitch" construction where bib meets trousers.

Trimmings: Buckles, buttons, slides, and loops should be of brass or aluminum. Buttons should not be sewed, but riveted on with rustproof metal.

WOMEN'S DRESSES:

Fabric: Should have informative labels telling yarn count, colorfastness, and percentage of shrinkage to expect. Fabric should suit the purpose of dress; voile is all right for afternoon wear, but for housework a strong percale is better. Yarns should be smooth and closely woven, not fuzzy. Hold material to light to see if weave is close, and test for excessive sizing by rubbing a small part of fabric between fingers. If dress has special finish, ask for guarantee on permanency, and how it should be cared for.

Size: Dress sizes are not standardized. Always try dress on to be sure of correct fit. Good fitting dress should stay in place, shouldn't "ride," should allow ample movement for sitting, walking, driving, gardening, if dress is to be used for everyday wear.

Seams: Seams should not pull or stretch out of shape. The fewer the seams the better. Look for concealed seams, a sign the manufacturer has skimped on material. Examine the whole seam, not just a part of it, to check on irregular or loose stitching. Good seams have about 15 stitches to the inch, and thread ends are not left dangling.

Cut: Cut of dress should be straight and even; threads of fabric should not slant as they create bagginess and poorly hanging material. Seam lines in shoulders, around armholes, and in the skirt will have ugly bulges if fabric has not been cut properly.

Hems: Hems on ready made dresses should be ample enough to make any necessary adjustments. In wash dresses—except in those of very heavy material—first fold of the hem should be stitched by machine, then blindstitched to the dress.

Trimmings: Facings and bindings should fit perfectly to keep shape of dress. If edges are too tight or are stretched, material will hump or ripple. Plackets should be of good size, neatly fitted, flat and inconspicuous. Turn-back cuffs should be so made that they can be turned down and ironed neatly.

MEN'S UNDERWEAR

Two types: 1-piece ("union suits"), with long, medium-cut, or short sleeves and legs; and 2-piece "shirt and shorts" combination.

One-piece: Size: Sized according to chest measurements, ranging from 32 to 48 inches. Best to buy suit 2 inches larger than chest measurement to get sufficient length for comfort. Boys' sizes range from 3 to 12, or 2 to 18 years.

Material: Knitted goods or woven muslin. Former has short, elbow-length, or long sleeves, with knee-length, three-quarter, or ankle-length legs. Some prefer knitted fabrics because they stretch with movement. Woven material should allow plenty of room for movement, should not be tight, as they do not stretch.

Seams: Flat seams which are smooth and nonraveling, or ridged seams, so long as they are soft and elastic, are serviceable if stitched firmly and closely. Neckbands and bindings on ankles and arms should be knitted to lie flat without ripples. Ribbed cuffs are resilient and close fitting but should not stretch and lose shape after laundering.

Buttons: On knitted fabrics look for cloth stay sewed on underneath button to hold it.

Two-piece: Shirts: Size: Sold by chest measurement. Should be long enough to tuck in shorts.

Material: Woven or knit. Woven likely to be cooler and more durable; knit more comfortable and elastic. Look for guarantees against shrinkage.

Shorts: Size: Check measurements. Here is table for minimum measurements in inches for most common sizes drawn up by Pennsylvania Experiment Station:

Size	*Total Length*	*Leg Width*	*Width Across Seat*
32	16½	12½	23
34	17	13	24
36	17	13½	25
38	17½	14	26
40	17½	14½	27

LOOK FOR SHEETS WITH THESE MEASUREMENTS

	Yarn Count in Warp	*Yarn Count in Filling*	*Weight Per Sq. Yd.*	*Breaking Strength* in Warp*	*Breaking Strength* in Filling*
Muslins:					
Lightweight	below 60	below 60	less than 4 oz.	over 50 lbs.	over 45 lbs.
Mediumweight	70–75	60–65	4–4½ oz.	over 60 lbs.	over 50 lbs.
Heavyweight	74–80	66–70	4.6 oz.	over 70 lbs.	over 70 lbs.
Fine counts	over 80	over 80	3.7–4 oz.	over 60 lbs.	over 60 lbs.
Percales	over 100	over 98	3.6–4 oz.	over 60 lbs.	over 60 lbs.

* By grab method.

[Concluded on page 15]

Citrus Saga

PART III

*It's smart to be well posted on orange values before you go to market. Here are some pointers to help you get that way**

WHAT A citrus fruit consumer thinks he wants isn't always what he would want if he knew better.

Many people in the market for oranges, for example, want their oranges to be orange colored, as if the color of an orange were a sure guide to good quality. This isn't so. All mature oranges aren't orange colored. But to pander to this mistaken prejudice of consumers, growers and dealers handling oranges that are not naturally orange colored often process them to give them that color.

Oranges and grapefruit are subjected to treatment with a gas, mature citrus fruit naturally give off, called ethylene. This hastens the disappearance of green chlorophyl to reveal the yellow or orange carotene coloring in the skin. Not all oranges are gassed but practically all those that come from Florida and Texas in September, October, and November are. Some California Valencia and some California navel oranges are also gassed. After being subjected to ethylene gas the fruit is degreened in most cases and the consumer's sense of propriety remains unviolated. Oranges that have been subjected to this gas are not considered to have been artificially colored and consequently Federal laws do not require them to be specially labeled.

Certain early Florida and Texas oranges which appear on the markets in October and November don't turn the right color even when they are treated with ethylene.

Since Florida and Texas growers must sell their oranges to consumers who have set notions about color, some Florida and Texas oranges are dyed. Under Federal law the dyes must be tested and certified to be harmless by the Food and Drug Administration before use. These oranges must be labeled. Usually each orange is stamped "color added." The dye is harmless but occasionally in applying it the citrus fruit may be overheated. For this reason "color added" fruit may sometimes have an off-flavor, or may be more susceptible to decay because of skin injuries. That's color.

PEOPLE ALSO BUY CITRUS FRUIT FOR TASTE and flavor. These factors depend on combinations of sugars, acids, glucosides, esters, and peel oil in the citrus fruit. The combination of the sugars and acids gives a range of tastes from sour through tart, and from sweet down to insipid. The glucosides, bitter tasting compounds which break down into sugar among other things, are present to the ordinary consumer's taste in limes and grapefruit. Esters are aromatic chemicals containing the fragrances used in most perfumes.

The tang in Mandarin oranges and the faint pineapple smell in Pineapple oranges are indications of the presence of an ester. Finally the peel oil has its own flavor and aroma which help give citrus fruit their characteristic tastes.

The amount of acid and sugar in citrus fruit depends largely upon their maturity. State laws in Florida, California, Arizona, and Texas now require that all citrus fruit shipped out of these States must come up to definite standards of maturity. Whether or not a fruit is mature is determined by the percent of solids present in the juice of the fruit and the relation of the amount of acid to these total solids (the solids are mostly sugar). Color, too, is used to determine maturity in California and Arizona.

The Federal Food and Drug Administration also patrols the citrus fruit industry to see to it that only mature fruit is sold in interstate commerce. In the past, after freezes or frosts, the Federal Food and Drug Administration has seized some citrus fruit. At the present time there are no official compulsory Federal standards for citrus fruit, but it is

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**Earlier articles on citrus fruit appeared in the January 15, and February 1, 1941, issues of* CONSUMERS' GUIDE.

likely that such standards will be established in the near future under the authority of the Federal Food, Drug, and Cosmetic Act of 1938. Unofficial standards which were used as guide before the passage of the new Food, Drug, and Cosmetic Act required grapefruit to contain 7 parts of soluble solids (which is roughly sugar) to each part of acid. Oranges had to contain 8 parts of soluble solids to 1 part of acid.

When you buy oranges, whether for juice or just for eating, it's a good idea to buy them by the pound. That way you know how much citrus fruit you're getting for your money. Then you ought to remember in comparing prices that oranges and grapefruit vary in price depending on their size. When you compare prices of these fruits be sure you compare the same sizes.

ORANGE SIZES ARE MEASURED BY THE NUMBER of them that fit into an orange crate. Large oranges range from the biggest size, No. 80 (that is, 80 oranges to the crate) down to No. 126 (that is, 126 oranges to the crate). Medium sized oranges run from 150 to 216 to a crate. Small oranges begin at 250 to the crate and run all the way down to the kind that are almost the size of golf balls which come 392 to the crate.

Grapefruit range in size usually from 28 to 126 to the crate. When grapefruit prices are high, grapefruit small enough to come 150 to the crate are shipped to market.

There are Government grades for citrus fruit.

One set of Government grades provides standards for oranges, grapefruit, and tangerines that come from everywhere except California and Arizona. Another set of Government grades offers measuring rods for California and Arizona oranges. Then there are also grades for lemons and limes. These grades are used by dealers and are not easily usable by consumers.

Citrus fruit grades that are of use to consumers are the grades defined by the Agricultural Marketing Service for canned grapefruit juice, canned grapefruit, and canned orange juice.

Like the A, B, C grades for other canned fruits and vegetables, the use of grades for canned grapefruit juice, canned grapefruit, and canned orange juice is voluntary. No canner is required to use these standards in grading or labeling his product.

Only two grades are defined for canned grapefruit juice: Grade A, and Grade C. In general, Grade A canned grapefruit juice is the best quality one can buy. The grade specification requires a natural light color, a juice that is practically free from defects, that contains only a small amount of pulp, and may be sweetened or unsweetened. The amount of acid must fall between certain definite limits, the flavor must be excellent, and not more than 0.014 percent of recoverable peel oil may be present in the juice.

Grade C grapefruit juice may be darker in color, may contain more pulp, may contain slightly more oil than Grade A, and may not be so delicately flavored. Grade C grapefruit juice like all Grade C canned foods, is wholesome, nourishing, and well-flavored, and may be sweetened or unsweetened.

There are three grades for canned grapefruit, A, B, and "Broken." Grade A canned grapefruit is carefully selected for size, color, texture, and flavor. Grade B is a choice product, which may lack the uniform excellence of Grade A. Broken grade canned grapefruit may be of very good quality but is packed from broken grapefruit segments.

Canned orange juice under the Federal grades is the unfermented juice of properly matured fresh fruit. It may or may not have added sugar. It must be pasteurized sufficiently to prevent spoilage in a sealed container.

There are two regular grades, A and C. The citrus acid requirement for Grade C is more liberal than for Grade A, permitting the Grade C juice to be packed from fruit slightly less ripe than is used for Grade A. Color, freedom from defects, and flavor also help determine the grade of canned orange juice. As in the case of other U. S. Grades for canned foods, Grade A orange juice is of excellent quality and Grade C juice, while lacking in excellence, is, nevertheless, palatable and wholesome.

Canned grapefruit juice, grapefruit, and canned orange juice are not legally required to be graded. Therefore, if consumers want these very useful grade statements on the canned citrus they buy, they must ask for them at their grocery stores.

CANNED CITRUS PRODUCTS, THE EXPERTS say, are packed to hold their flavor and vitamin potency for at least a year. During this period, citrus fruits in cans have an average of 80 to 90 percent of the vitamin potency of the fresh fruit. In using the canned citrus fruit juices experts suggest that just before you drink the canned juice you pour it back and forth between 2 glasses for a minute or so. You'll notice the taste improvement.

Citrus fruit is most economically purchased by the crate. You shouldn't buy large quantities of citrus fruit if the fruit is going to spoil before you can get around to using it, but what you can do in that case is to pool with your mother, or your sister-in-law, or your neighbor. Then you can buy as much fruit as you can use economically at quantity prices.

Another economical way to buy oranges is to buy from truckers who haul ungraded, run-of-the-orchard fruit to most markets now. They can usually be had more cheaply than the kind sold in regular stores. Very often they are sold in half-crate mesh bags.

When you buy oranges in large quantities, it's a good idea to check the inward appearance of the fruit by a little probing with a penknife. Cut a sample orange in half and see for yourself if it's juicy enough for your taste.

WHAT YOU SEE WHEN YOU GO TO THE MARKET looking for oranges depends on the time of the year you go. From November to May you'll see the rich-colored, thick-skinned Washington navel orange from California. It's a seedless orange with an indentation at one end, the navel, really an embryonic orange, an orange that never grew up. The Washington navel is most frequently bought for eating out of hand, and you'll note while eating it, that the orange segments come apart easily.

From May through November the thinner-skinned, softer, juicier California Valencia oranges come to market. They contain from 1 to 7 or 8 seeds.

Florida and Texas Valencias, which are the same variety as the California fruit but grown under different conditions, will be found in the market from March through May.

Parson Browns and a few other early varieties are Florida's contribution to the orange counters from early October to the middle of November. Usually they contain an abundance of juice and from 10 to 19 seeds.

The reddish Pineapple orange with its faint pineapple fragrance carries the ball for Florida from January through the middle of March. They are rather seedy, with from 13 to 23 seeds, but they are rich in sweet juice.

Tangerines come to town for the winter holidays, arriving in November and hanging around until March.

Besides these varieties, oranges called seedling oranges arrive all during the Florida season. They are oranges harvested from trees that have been raised from seeds. These oranges are apt to be very seedy inside, but they usually have good juice content and flavor.

When buying oranges steer clear of puffy fruit, creased fruit, excessively light fruit (light in weight), fruit that looks watersoaked, moldy fruit, or fruit that is wilted, shriveled, or flabby.

Don't be alarmed by slight scars, scratches, or discoloration. Rusty discolorations or greenness ordinarily do not affect the quality of the fruit.

Best buys in oranges will be firm, heavy, and will have fine-textured skins. The loose skins on tangerines make them feel puffy. To get good quality watch for heaviness and brick red coloring.

Juiciest grapefruit are thin-skinned and heavy. Coarse-skinned, puffy, or spongy grapefruit are all right but they will contain less juice. You can ignore slight scars, thorn scratches, discolorations, scales, and even large rusty patches on the fruit. They don't affect the taste or the juice content.

Deep yellow-colored lemons appeal to your eye, but if it's acid quality you want, select the lighter-colored varieties or the greenish yellow kind. The deeply colored lemons are likely to have more juice, but less acidity.

Look for fine-textured skins in lemons, and heaviness. Coarse-skinned lightweight lemons are less desirable.

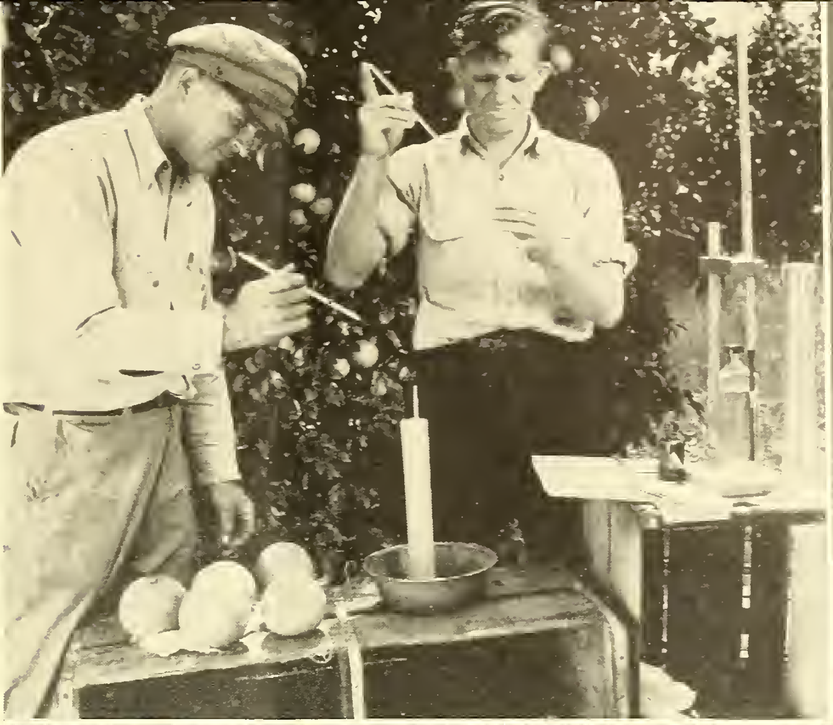
About the same principles apply to limes. The greener limes are more acid than the yellow ones, the heavier ones are juicier than the light ones, and light, shriveled, hard-skinned, or soft limes are likely to be worthless.

Limes and lemons, incidentally, keep better in the home if you store them submerged in a jar of water. They are less likely to dry out or rot that way.

1. A CITRUS FRUIT is as mature as its juice. The most important maturity test depends on the amounts of sugar and acid contained in the fruit. All citrus fruit that enters interstate commerce must pass maturity tests.

2. CITRUS FRUITS are 4-star sources of ascorbic acid (Vitamin C). Canned citrus—canned orange juice, grapefruit, grapefruit juice—under present canning methods have from 80 to 90 percent of the vitamin potency of the fresh fruit.

3. CONSUMERS' citrus fruit dollars have greater potency when citrus fruit are bought in quantities—by the crate or half crate. If you can't use that much fruit yourself, it's a good idea to pool with your neighbors. Run-of-the-orchard fruit that's sold at farmers' markets off trucks is also a bargain usually.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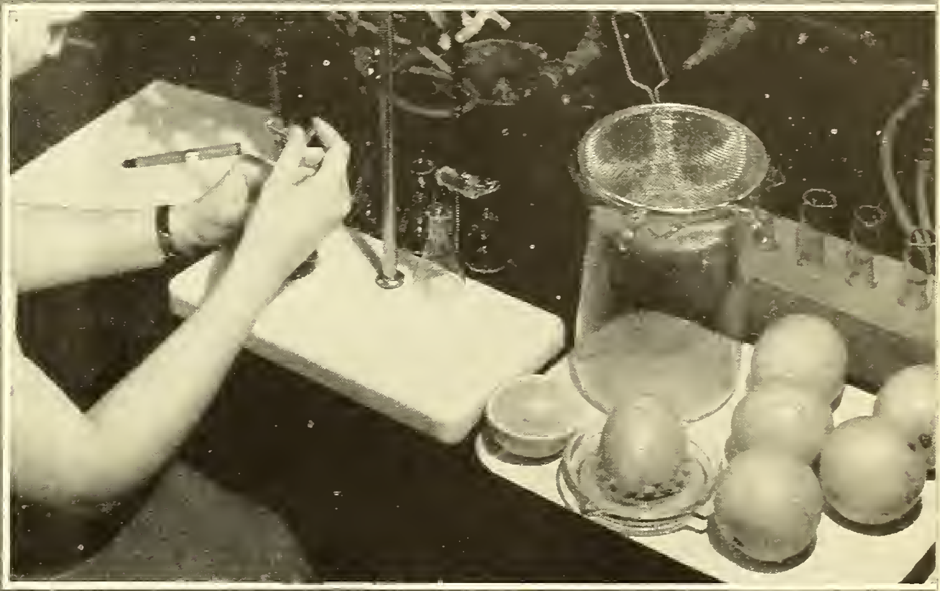
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Milk Glossary for Consumers

PART IX

*More everyday words used by people who think about and work on consumers' milk problems**

PENNY MILK. (See Surplus Marketing Administration.)

PHOSPHORUS. (See Minerals.)

POINT. The quoted price farmers usually receive for milk is related to the butterfat content of the milk. The price a farmer actually receives varies with every tenth of 1 percent, more or less, of the butterfat milk contains above or below a fixed standard. The tenths of 1 percent are known as points.

PRICE. (See Store Price, Resale Price, Base Surplus Plan, Classified Price, Elasticity of Demand, Administered Price.)

PRODUCER. Dairy farmers tend an average of 12 milk cows on some 605,000 full-time dairy farms throughout the country. Milk production goes on to a lesser degree on 4,000,000 other farms in the Nation.

Dairy farmers like milk consumers aren't all of one kind. Beginning with the kind you're most likely to meet up with, there is the farmer whose dairying is part-time. He may produce milk just for his family, or he may sell his milk during the flush seasons, or he may sell milk all the year round.

Then there is the fluid milk producer, the dairy farmer who lives in the milk shed around a city and whose milk finds its way into bottles and containers. Most of the time he sells his milk to a milk distributor. Sometimes he sells the milk he produces directly to consumers, then he is called a producer-distributor.

There are dairy farmers, notably in the Mid-west, who don't live within a milk shed, who produce the milk that goes to consumers as butter. Some such farmers separate their milk on the farm, skimming off the cream for sale to creameries, retaining the skim milk to feed to their stock.

Another class of milk producers, most numerous in the Mid-west, includes the farmers who sell their whole milk to condenseries for processing into canned milk.

Cheese factories are the destination for the milk another group of farmers produce. Very often the cheese factory is owned cooperatively by all the farmers who ship their milk to it.

Specific problems of all these farmers vary greatly. The price they get for their milk varies greatly. All dairy farmers in 1939 received an average of 3.44 cents a quart for the milk they sold. Whether a particular farmer got more or less than this depended on his location, and what he sold his milk for.

PRODUCTION. The milk cow population that was giving milk in 1939 was 23,923,000. These cows produced 109 billion pounds of milk (about 13 billion gallons) in that year. The average cow contribution to the national milk bottle was 528 gallons.

Production of milk is the most important activity on the Nation's farms (measured by value of product). In 1939 the cash farm value of the milk products produced and sold by farmers amounted to $1,355,067,000 (16 percent of the cash income for all farmers). If the value of the milk products used on the farm by farmers were added to this, the money value of America's milk production during 1939 would soar over 1,700 million dollars (17 percent of the total farm income in 1939).

PROTEIN. Proteins are the stuff the body tissues, muscles, and fluids are made of. All proteins contain nitrogen, their basic component. Chemically, however, proteins are made up of what are called amino acids. These amino acids, of which 22 are known, combine together to form the various kinds of proteins just as the letters in the alphabet combine to form words. Some proteins, which are known as incomplete proteins, do not contain all the amino acids the human body needs to fill its requirements. Other proteins, known as complete proteins, do contain all the amino acids the human body needs. If these acids are present in good proportion for body needs, the protein is called an "efficient" protein.

I HAVE MILK ONLY FOR PEOPLE WHO CAN PAY TEN CENTS

**Earlier installments appeared in the August, October 1, October 15, November 1, December 2, December 16, 1940, January 15, February 1, 1941, issues of* CONSUMERS' GUIDE.

Whole milk has an average protein content of about 4 efficient proteins. The most important of these are casein and lactalbumin.

Butter contains only a slight amount of proteins, and cheese somewhat more. Skim milk, however, and skim milk products are rich in milk proteins and are the very cheapest sources of these most valuable nutrients.

PUBLIC HEALTH SERVICE. An agency in the Federal Security Agency whose activities are directed toward the prevention of disease and the protection of health.

It administers the quarantines which are intended to prevent the spread of diseases in the United States from abroad; it conducts research in health and disease problems, and it cooperates with the States and cities in establishing and maintaining adequate public health services.

In recognition of the dangers to health which might arise from inadequately prepared and enforced milk laws, the Public Health Service has drawn up a recommended milk ordinance (Standard Milk Ordinance) which can be adopted in any city if the city wants it. The ordinance, which has been revised from time to time, was drafted with the aid of public health authorities, the Department of Agriculture, and the milk industry. It is designed to assure cities safe milk.

The Standard Milk Ordinance is in effect in over 2,300 communities.

No milk ordinance in itself insures safe milk, however adequate its provisions, unless it is enforced. The Public Health Service has developed a rating system which is used by many States for measuring the degree of compliance of community milk suppliers with the Grade A specifications of the Standard Milk Ordinance. Cities where enforcement is excellent enough to rate 90 percent under this rating system are named in a list which is published semiannually. Copies of this list may be obtained by writing to the United States Public Health Service, Washington, D. C.

Many cities have adopted milk ordinances of their own which differ from the Standard Milk Ordinance in one or more particulars While their purpose, like the purpose of the Standard Milk Ordinance, is to protect people's health, they sometimes have the effect of being unduly costly, or they may act as barriers to the movement of milk products to market. (See Shed.)

COTTON GOODS

[*Concluded from page 10*]

Material: Plain weave costs less than novelty or fancy weave, and is just as durable. Weave should be close, smooth, flat, with no lumpy raised yarns. Test for filling. Look for shrinkage guarantee, and, if colored fabric, a colorfast guarantee.

Construction: Two types of design, seamless (or panel back), and the center-seam back. Latter is smaller around thighs, shorter in leg length. Panel back usually more comfortable because no center seams. Waist lines should be adjustable or have elastic in band. Seams should be flat, smooth, double-stitched with small lock stitch.

CURTAINS:

Cotton fabrics for curtains, like other cotton fabrics, should be firmly woven, should hang straight, and should be free of knots or other blemishes in the weave. Ask whether the material is washable, or has to be sent to the dry cleaner for cleaning. Look also for colorfast guarantees and for statements about shrinkage. Both are often printed on the selvage of many lower priced drapery materials.

Dyes and finish: Because they are continually exposed to the light, curtains of cotton materials should first of all be able to resist fading. That means a label guarantee. Vat dyes are the most fast to light and washing. There should be very little, if any, sizing in the fabric.

Design: Buy curtains of correct proportion and design. For small windows, simple, small-patterned curtains are best. For larger windows and spacious rooms, a large pattern, with bright colors and rich design is more in order. Be sure to harmonize the curtains with rugs, upholstery or slip covers in the room.

BEDSPREADS:

Check size, edge finish, seams, and fabrics on bedspreads.

Fabric: Fabric must be firm, evenly woven of smooth regular yarns. Fancy designs may mean yarns of different dimensions, or novelty or lumpy yarns in the fabric. These may wear through fine yarns and break in a relatively short time. Check firmness of weave by pulling material and seeing if each yarn stays in place. Designs created by "floating" one yarn over another invite trouble if the floaters catch and tear. These "floats," however, are necessary in some types of design. If you choose them anyway, be prepared for trouble.

Construction: Ends of spread should be examined to make sure they are cut straight, and that the yarns running crosswise are parallel to edge of cover. Otherwise, the first laundering will result in a lopsided spread.

Seams: The fewer the seams the better. They pull out easily and are difficult to mend. Seams should be wide enough to hold well and stitches should be strong and closely spaced; 14 stitches to the inch is a good average.

Size: Size for double beds varies from 80 by 90 to 90 by 108 inches. If you want to have spread cover pillows, with enough left over for a generous tuck-in, choose the larger size.

Dyes: Look for colorfast guarantee both as to light and washing. What was said about dyes under "Cotton Fabrics" holds true for bedspreads.

BATH TOWELS:

Labels on towels rarely, if ever, give facts that will aid in wise purchasing. Sometimes a salesman can give you helpful information.

Fabric: Examine foundation cloth carefully. In good towels it should be closely woven, firm, and well covered with pile loops. Pile should be soft and fluffy. Cheap towels have low yarn count, loosely woven foundation fabric, and low weight. The loops are often few and far between.

Pile: Pile loops determine drying quality of towel. Must be soft, reasonably close together, sufficiently long, and not too tightly twisted. The more pile yarns there are to the inch, the more loops. Loops about one-eighth of an inch long are best. Longer loops are liable to catch and pull out. Fancy weaves cut down the number of pile loops and reduce the drying capacity of the towel.

Edge finish: The best towels have selvages. A hem or a lock stitch of the cut edge is usually an indication of lower quality. Hems often draw, the stitching breaks, and the raw edges soon ravel. Lock stitching is not always durable. It may break and let the raw edges fray badly.

Hems: All raw edges should be turned under at least a quarter of an inch, more if hem is in the terry fabric instead of in plain material. Hold hem up to light to determine how much it has been turned under. Hems should be backstitched at corners.

Size: Measure size of towel according to the amount of terry, not the end-to-end measurement of the towel itself. Large towels cost more, may be expensive to launder. Choose small towels for children. Remember that bath towels may shrink as much as 14 percent in first 5 washings. This would make a difference of 5 inches in the length of a 36-inch towel.

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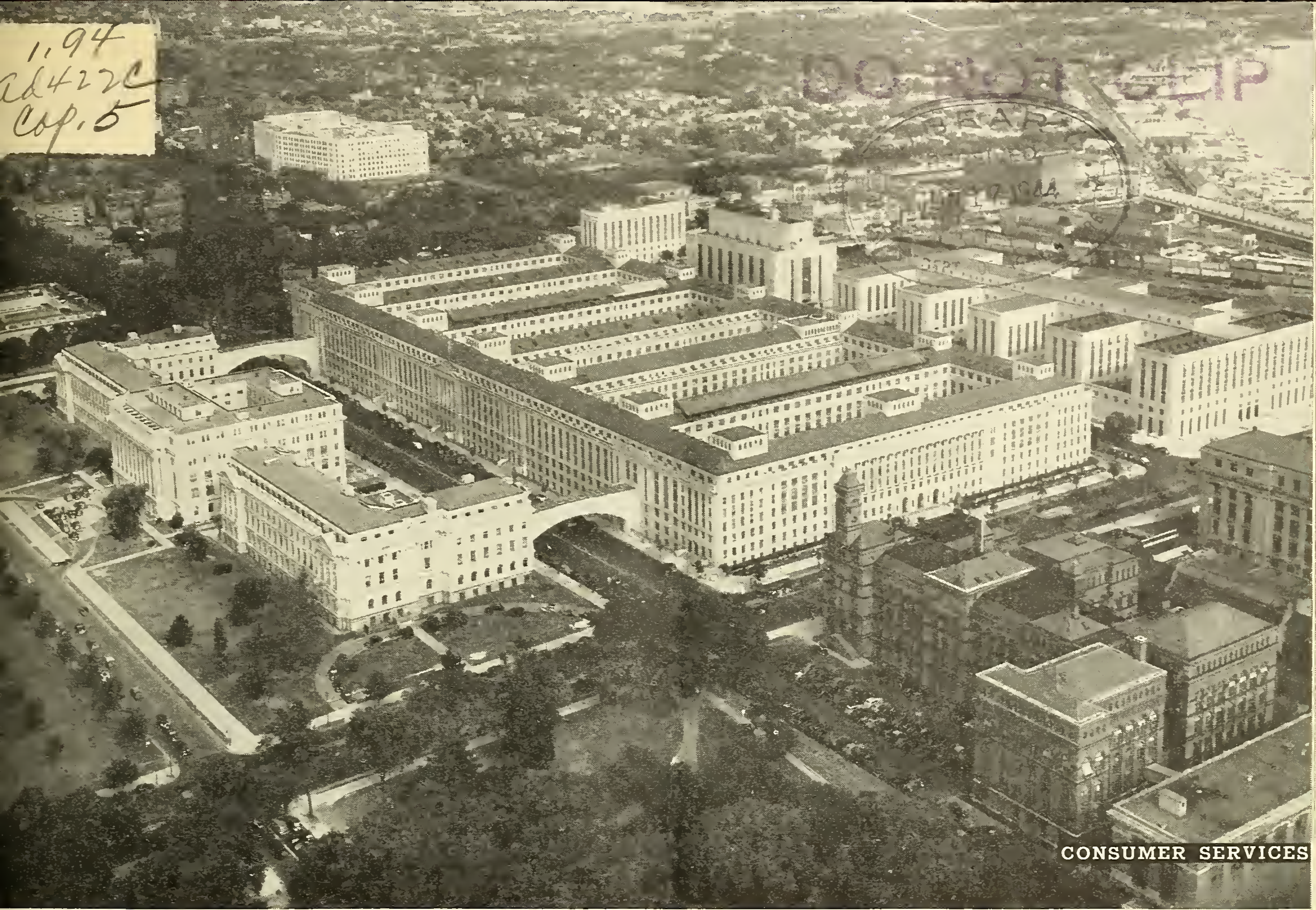

CONSUMER SERVICES

CONSUMERS' GUIDE

ARCH 1, 1941

MILK GLOSSARY

ELECTRIC IRONS

CITRUS

BOOKSHELF

CONSUMERS' GUIDE

MARCH 1, 1941 VOLUME VII, No. 11

A Publication of the
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Prepared by
Consumers' Counsel Division

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IT WON'T be long now. You can almost hear it ringing down the streets—

"No more papers, no more books,
"No more . . ."

Twenty-six million boys and girls don't have to be told the end of that classic couplet. But what some of them may have to be told—unless parents, organizations, communities, and local governments hop to it—is that the last school bell will ring not only the end of "teachers' cross-eyed looks," but the end, too, of a nourishing lunch in the middle of the day.

Nine million school children need that healthful meal at noontime. They need more than that, but at least one good meal a day is more than they get at home. That's the count: 9 million boys and girls going to school from homes where they don't get the right food or enough of it.

Throughout this school year, in every State of the Union, in the District of Columbia, in Puerto Rico, and the Virgin Islands, some of these handicapped school children have been getting valuable foods they miss out on at home. That's because the Surplus Marketing Administration of the Department of Agriculture has been routing thousands of pounds of vitamin- and mineral-rich foods off the farms and into community or school kitchens for use in school lunch programs. At the peak of these programs, close to 5 million children were reached. Altogether about 400,000,000 pounds of food were purchased and distributed for this use.

Federal Government aid was not the only thing that made these school lunch programs possible. In fact, none of the foods would have reached the children had there not also been local organization and support, because the Government's program depends for its operation on local sponsorship, whether of a school or of a non-school group. Local sponsors must set up the machinery for operating a school lunch program; they must arrange for the receiving of foods, their preparation, and distribution to the children. They must see that the foods get to the neediest boys and girls.

Now school will soon be closing. Needy and un-needy boys and girls will be romping out to their summer of school-less days. Whether that means hard work, vigorous play, or just hanging and puttering around, the same old mischief—the mischief of bad diets—will be after them unless someone looks out.

"Cross-eyed," "wall-eyed," or straight-eyed, teachers could watch out when school was in session, but the job of seeing that vacationing children are adequately fed can't be shifted to them in summertime. That's when parents and communities must take over. Small bodies have a way of demanding food every day, school or no school, and 3 months of neglect can take the meanest toll of all, the handicapping of a defenseless child.

The Surplus Marketing Administration has announced that it stands ready to continue through the summer the aid it has given during the school year to local communities that care enough about their handicapped children to provide for them one square meal a day. That's tossing the ball over to your side of the field.

Summer lunch programs operate in exactly the same manner as the school lunch program. First there must be a community sponsor—such as a school board, a parent-teachers association, a mothers' club, a civic group, or even interested individuals.

The sponsor gets in touch with the Surplus Marketing Administration which agrees to supply surplus foods for the lunches. These foods vary with the season, but include fresh and dried fruits, cereals, vegetables, dairy and poultry products. Supplementary foods, such as meat, milk, seasonings, are provided by the community. Some communities have their own canning projects or community gardens to fill in with necessary foods.

Lunches are prepared with WPA or NYA help where that is available. Otherwise, the sponsor must see to it that the lunch menus are properly planned, a place provided for their preparation, and necessary help enlisted to prepare and serve the meals. Sometimes older children are called in to help serve and clean up afterward. One of the best things about the summer lunch program is that preschool children not yet old enough for the school lunches are eligible for the playground or community center lunch.

Last year almost a quarter million children benefited from summer lunches. They operated in community centers, playgrounds, parks, and schools. Camps for underprivileged children made good use of the summer lunch program.

In the District of Columbia, summer lunches were served to nearly 5,000 children in 61 city schools. A typical lunch consisted of a baked bean sandwich, a bread and butter sandwich, raw carrot sticks, stewed prunes, and a half pint of milk.

In Holyoke, Massachusetts, a combination of hot and cold lunches, prepared in 9 strategically located kitchens, went to over 800 children every day.

In Chicago, a neighborhood council and a youth organization joined forces with the WPA to serve 1,200 children daily in 6 shifts.

In Denver, schools and churches banded together to bring lunches to 2,500 children—2 years old and up. As early as 10:30 A. M., the sponsors reported, a flock of children swarmed around the dining room door demanding, "When do we eat?"

The smallest as well as the biggest community can have a summer lunch program for its undernourished and needy children. All it takes is a church or school kitchen to prepare the food in, and a dining place for the children. And it isn't necessary to serve hot foods when facilities for cooking aren't at hand. Well-balanced, nutritious lunches can very simply be prepared as cold plates or sandwich dishes.

Now is the time to start a summer lunch program in your community. Help and information on how Government will supply foods is available by writing the *State Director of Public Welfare in your State,* or directly to the *Surplus Marketing Administration, U. S. Department of Agriculture, Washington, D. C.* The SMA also has a leaflet, "Summer Lunches for Hungry Children," describing the program in detail, which is free to all interested.

●

Thanks for photographs go to: Farm Security Administration, page 5 (1, 6, 7, 12): Forest Service, page 7; California Fruit Growers, page 13.

Consumer Services of the Department of Agriculture

Through its headquarters in Washington and its 30 branches in the country, the Department of Agriculture's scientists, economists, inspectors, graders, and educational workers help consumers buy and use many different goods and services

IT'S 6:30 in the morning.

An unloved clock shatters your sleep. Perhaps you roll over, snap off the alarm, snatch a 90-second cat-nap.

Then with a leap, undoubtedly, you are out of bed, into your tub, on with your clothes, and down to your morning orange juice, coffee, bacon and eggs. (That's if you eat that kind of a breakfast.)

Right there on the table before you is the unseen hand of your United States Department of Agriculture.

Seventy-nine years ago, Congress passed a bill and sent it to President Lincoln for his signature. This Act "established at the seat of Government of the United States a Department of Agriculture, the general designs and duties of which shall be to acquire and to diffuse among the people of the United States useful information on subjects connected with agriculture in the most general and comprehensive sense of that word . . ."

Today there are between 80,000 and 100,000 workers in this Department of Agriculture whose primary job is to serve the 6¼ million farm families of the Nation but whose work also reaches through to every family at some time or other from the time its members get up in the morning until they go to bed at night.

It begins at breakfast. There's no Government stamp on the oranges; the eggs don't say a word about Department of Agriculture; the bacon just looks like bacon. But take time out after breakfast and check on the seal on the carton of eggs you bought. Look over the cellophane wrapper on the bacon. And the oranges—well, ask the older members of your family how oranges today compare with those in the early part of the century.

The eggs, if you have bought as label-minded consumers should buy, carry a Federal quality grade, along with a size designation and the date when they were graded.

The grade has been put on the carton under supervision of the Agricultural Marketing Service.

The bacon, if it passed over State lines before it reached you, has a mark of inspection somewhere on the wrapping telling you the meat was found to be wholesome and safe to eat. A round purple stamp of wholesomeness goes on meat that crosses State lines; a statement saying "U. S. Inspected and Passed by the Department of Agriculture" appears on every meat product or its wrapping which likewise reached your store from another State. These marks tell you the meat has met the approval of inspectors in the Bureau of Animal Industry. The law covers all meat establishments whose products pass in whole or in part over State lines.

As for the oranges, they are juicier, sweeter, and more plentiful than their ancestors of a quarter century ago. And for that, consumers can thank, at least in part, years of patient research and experimentation in laboratories and greenhouses and orchards of the Bureau of Plant Industry.

Over the breakfast table, maybe, there is family talk about a camping tour you'd like to take. You think it would be fun to rough it in a tent, with an army cot for your bed. Somebody has told you that's what you can do in the National Forests, which the Department of Agriculture is charged with keeping in first rate condition. You've heard that 32 million people each year use the recreational facilities of the National Forests.

In 6,000 public camping and picnic grounds you can hike, swim, ride, mountain climb, picnic, indulge in winter sports, or set up a cooperative camp. For these outdoor treats thank the Forest Service which works just as hard for public enjoyment of the forests as for the preservation of America's forest heritage.

After a little harmless day-dreaming about sleeping under great arching trees beside a mountain-fresh stream, the clock reminds you there's work to be done. Perhaps you're not the kind of person, but you may be, whose day-dreams are blacked out next minute by nightmares of unpaid bills. Of course, if you are a member of a credit union you don't need to worry so much about getting a small loan to tide you over that tight financial jam you are in. Thousands of Federal credit unions, owned by people just like you, hold charters from the Governor of the Farm Credit Administration which sees to it that these credit unions meet strict standards of financial responsibility.

Breakfast over, you are ready for your household chores. It's spring. The balmy air coming through the open window reminds you of the family's winter woolens that must soon be packed away. This year you're not going to throw away your money on a lot of tricky moth-preventive gadgets because you remember reading a Department of Agriculture leaflet on moth control. It tells you inexpensive ways to protect your woolens. Scientists in the Bureau of Entomology and Plant Quarantine prepared this leaflet. This Bureau, in addition to doing research on farm and garden pests, helps consumers get rid of common household pests such as moths, ants, carpet beetles, and the like.

These offices lend a hand to consumers:

(1) Farm families who have lost the chance to earn a living get a new start with loans and advice from the Farm Security Administration.

(2) Work comes easier when electrical power gets wired into farm homes with the help of loans from the Rural Electrification Administration.

(3) Blotting out diseases in herds, with the help of the Bureau of Dairy Industry, means a more wholesome milk supply for consumers.

(4) Department of Agriculture radio programs bring buying and household information for consumers from the experts at work in laboratories.

(5) Consumers who follow the advice of the Bureau of Entomology and Plant Quarantine know how to do their moth proofing the safe and economical way.

(6) Any organized group can start a credit union to save and lend money cooperatively through credit unions chartered by the Farm Credit Administration.

(7) Poverty, disease, hopelessness follow in the wake of soil erosion. Saving soil with the help of the Agricultural Adjustment Administration and the Soil Conservation Service means a better chance for tomorrow's consumers.

(8) Starch from sweetpotatoes is one of the new uses for farm products developed by the Bureau of Agricultural Chemistry and Engineering.

(9) Newspapers, magazines, radio, and movies carry news to consumers about food supplies and prices from the Bureau of Agricultural Economics.

(10) Your garden is certain to be a local show place if you plant according to advice of the Bureau of Plant Industry.

(11) The round purple inspection stamp put on meat by Bureau of Animal Industry inspectors is the consumer's guarantee of wholesomeness.

(12) Because stretching dollars to make them buy more satisfaction is as important as earning more dollars, Consumers' Counsel Division gives tips to householders over the air and in the *Consumers' Guide*.

(13) Home canners following directions of the Bureau of Home Economics are surer of good results because they have the benefit of laboratory-tested canning methods.

(14) Millions of farm women throughout the country keep up-to-date on modern methods of feeding and clothing their families with advice from the Extension Service.

(15) Young and old alike get better diets under the Food Stamp Plan administered by the Surplus Marketing Administration.

(16) Look for the grade, the size, and the date on cartons of Government-graded eggs. They are put there by the Agricultural Marketing Service.

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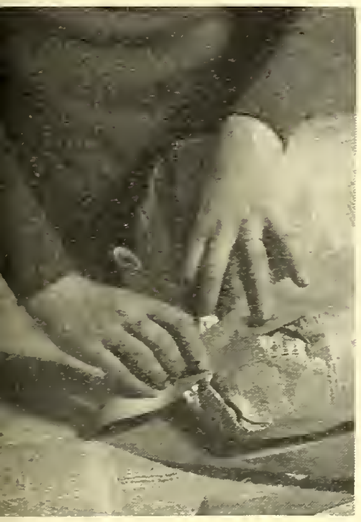

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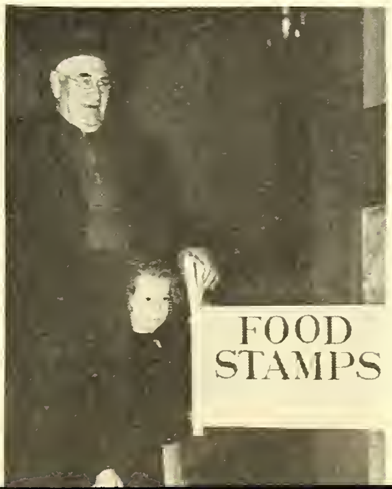

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After you scratch down on your market list the *paradichlorobenzene* you'll need for the woolen clothes, you glance out the window. It's high time, you think, you began to plan your flower garden. Even though you are a suburbanite, and probably never expect to milk a cow in your life, the Department of Agriculture is ready to help you learn how to use the land you have to beautify your home and backyard. Digging through your consumer bookshelf, you pull out your copy of "Growing Annual Flowering Plants," prepared by experts in the Bureau of Plant Industry. That tells you if your hunch was correct, whether now is the time to start raking up your land and doing some planting.

YOUR MAIL IS WAITING FOR YOU. IN IT there is the latest issue of CONSUMERS' GUIDE from the Consumers' Counsel Division.

Here's something about milk and how to get it cheaper; what wheat farmers are doing about wheat supplies this year; how the Department of Agriculture is helping farm families to buy more economically; how to choose an electric iron; how to remove spots. From all over the Department of Agriculture, CONSUMERS' GUIDE gathers up the news that consumers want to know and can put to use.

A newspaper takes up 20 minutes of your time. The paper the news is printed on may be the result of research in the Department. Along with private research laboratories, scientists in the Forest Products Laboratory of the Forest Service have helped to develop the Southern pine as a new domestic source of newsprint. From research in these laboratories, too, and in laboratories of the Bureau of Agricultural Chemistry and Engineering may have come the wallboard made from agricultural wastes that you are using to build a new playroom in the basement. Or maybe the steering wheel on your car comes from the soybean plastic that Department of Agriculture scientists in the Bureau of Agricultural Chemistry and Engineering had a hand in developing. The starch that goes into the family shirts and other clothing may come from sweetpotatoes, another Twentieth Century development. One of the most promising fields for the consumer in the Department's laboratories is in the development of these new consumer products from agricultural products.

But getting back to your paper and the news, first thing you might see is something on the food supply situation. Chances are this news started on its way to you from the Bureau of Agricultural Economics or the Agricultural Marketing Service in the Department. If your local paper is on its toes, then it has advice to offer you on getting seasonal bargains in the market by buying when certain fruits, vegetables, and meats are most plentiful. Some of that information, too, had its origin in the Agricultural Marketing Service.

Maybe the paper tells about a milk hearing being held in your community to reach an agreement on prices distributors should pay to farmers. Reading the story, you find that a representative of the Consumers' Counsel is there to speak up for consumers' interests and to answer to the needs of consumers who come to the hearing to speak up for themselves.

ON THE FOOD PAGE OF YOUR PAPER YOU find scientific tips on cooking from the laboratories of the Bureau of Home Economics, and a release from the Bureau on planning your meals so they will be economically prepared and at the same time nutritious and healthful.

Turning over to the real estate section, you notice an item on a new type of plywood to be used for low-cost housing developed in the laboratories of the Forest Service—an example of the type of research the Forest Service engages in—in its efforts to conserve the use of our woods. This Service has some practical hints on house painting to give you, too.

You haven't done your morning shopping yet, and it's getting dangerously close to lunch time. So, with your marketing list in hand, you're off to buy some meat, milk, butter, eggs, and canned goods.

By this time, you've learned that the smart way to buy meat is to buy by quality grade. This time, you select a U. S. Good grade of round steak, graded by the Agricultural Marketing Service. At the dairy counter you pick up 2 quarts of milk, sold in a half-gallon paper container at considerable saving to your budget. If you have been reading the CONSUMERS' GUIDE regularly, you will know that right here you are observing 3 rules of economical purchasing: buying cash and carry, buying in paper containers, and buying in quantity. Behind that milk that you buy are long years of research and experiments and campaign by the Bureau of Animal Industry to make milk safer by eliminating tuberculous cows from America's pasture lands.

You ask for "92 score" butter, graded by an official of the Agricultural Marketing Service. That means the flavor, quality, and appearance of the butter meet high Federal standards.

BEING GRADE CONSCIOUS, YOU LOOK FOR A quality grade on the label of the canned vegetables you buy. Your grocer who's a smart one and keeps up-to-date, has heard about

HERE is a list of U. S. Department of Agriculture bulletins mentioned in this story. *Order free bulletins from the Office of Information, U. S. Department of Agriculture, Washington, D. C. Give title of bulletin and number. Please do not write Consumers' Counsel for these.* Bulletins for which there is a charge should be ordered from the *Superintendent of Documents, Washington, D. C.* Send cash or money order. Do not send stamps.

FREE BULLETINS

- **Clothes Moths. 145 L.**
- **Growing Annual Flowering Plants. 1171 F.**
- **Guides for Buying Sheets, Blankets, and Bath Towels. 1756 F.**
- **Judging Fabric Quality. 1831 F.**
- **Cotton Shirts for Men and Boys. 1837 F.**
- **Women's Dresses and Slips—A Buying Guide. 1851 F.**
- **Quality Guides in Buying Women's Cloth Coats. 117 L.**
- **Diets to Fit the Family Income. 1757 F.**
- **Electric Light for the Farmstead. 1838 F.**
- **Slip Covers for Furniture. 1873 F.**

Hosiery for Women—A Buying Guide. MP 342. This bulletin must be ordered from the *Superintendent of Documents, Washington, D. C. It costs 10 cents.*

graded labeled goods. He's all ready for you, and offers you a choice of Grade A, or Grade B, or Grade C, depending on the quality you want. Those grades represent standards of quality that have been defined by the experts in the Agricultural Marketing Service. The canner used those standards when he graded his products.

You need a dozen eggs, and your smart grocer shows you "U. S. Extras, Retail Grade A, Medium," and "U. S. Standards, Retail Grade B," both quality graded by official graders of the Agricultural Marketing Service. He wisely carries two grades because the Retail Grade B eggs are plenty good enough for mixing in puddings and things, while many people prefer the Retail Grade A quality for poaching for breakfast.

Before you leave the store, your grocer reminds you that he is the only one in town now handling the tasty and nutritious canned American cheddar cheese recently developed in the laboratories of the Bureau of Dairy Industry. Only a relatively few stores in the country so far have put the product on their shelves, but the number is increasing. Another new food product—whey candy—made from whey under a process developed in the Bureau's laboratories, may also soon be making an appearance in different forms in your corner grocery.

THAT'S QUITE A BASKETFUL OF FOOD YOU have but it isn't so far to the house, so you decide to carry it home. Back there, you unload your basket and put the food in the refrigerator. You know the temperatures the different foods require for safe keeping because you learned that from the Bureau of Home Economics and the CONSUMERS' GUIDE.

While you are freshening up for lunch, you flick on the radio. The Farm and Home Hour is on, bringing news from the Bureau of Home Economics on how to do an efficient job of spring housecleaning. It reminds you of the walls and rugs and floors you must start cleaning tomorrow.

You must hurry, now, because you have a luncheon engagement with a committee from your club. Your watch tells you, though, that you have time to stop on the way to lunch to look in on the "sale" of household textiles going on at your favorite department store. Before you leave home, you finger through your "Consumer Tips" cards, those handy little reference cards you get from the Consumers' Counsel each week if you listen to "Consumer Time," broadcast from Washington on Saturday morning over the NBC Red Network. These cards give you tips on how to buy and use all kinds of products that come from farms. Sure enough, you find one on how to buy bath towels prepared from information from the Bureau of Home Economics.

When you get to the store, you decide on a half-dozen towels which you purchase on the basis of descriptions you read on your "Consumer Tips" card. At another counter, you choose some cotton piece goods to make a dress, after first checking carefully on shrinkage, colorfastness, and other guides to good service also learned from the Bureau of Home Economics. You know that later on, when you buy some shirts for the men in the family, a dress, some hosiery, maybe a coat in the fall, and other types of clothing, your consumer bookshelf has bulletins telling you how to choose them, written by specialists in the Bureau of Home Economics.

On your way through the store, you pass through the department where they sell kitchen utensils. So many pots and pans and gadgets and electrical things shine out at you. You think of the half wornout things at home in your kitchen. On second thought it occurs to you that maybe the CONSUMERS' GUIDE has tips to give you in buying these things, too. On some of them it does.

FOR LUNCH, YOU ARE JOINED BY THE COMMITTEE from your club to discuss getting a school lunch program started next fall in your city with the cooperation of the Surplus Marketing Administration. Someone suggests you investigate how to get the Food Stamp Plan started for the needy in your community. It is agreed to send a letter for further information to the SMA, which administers the plan. Then when your project gets under way you can write the Bureau of Home Economics for recipes for cooking in quantity for 12, 25, or 50 youngsters—low cost dishes that taste good and are high in food value.

If you are lucky enough to be able to take the afternoon off, you might run out to the country to look over your Aunt Mabel's farm. She has written about the Rural Electrification Administration which helped the farm families up and down her road and along nearby roads to organize a cooperative to construct and operate a rural electric power system. With the help of a loan from REA, the cooperative has now got the lines all strung, and the electricity is feeding into farm homes and barns. Life on Aunt Mabel's farm is lots easier than it used to be. She particularly likes having running water in the house and barn. She's terribly proud, too, of the electric refrigerator she's buying, after getting advice from the Home Demonstration agent in her county, and from the REA.

LATER IN THE AFTERNOON YOU GO OFF with Aunt Mabel to the school house to a meeting of the Home Demonstration Club. (Incidentally, the school is getting electricity from the cooperative, too.) There the county Home Demonstration agent from the Extension Service in the Department talks on

". . . NOTHING, **except nature, immensity, and peace." Thirty-two million Americans, young and old, annually take to the roads that lead to our great national forests, supervised by the Forest Service. Here they hike, swim, play, picnic, pitch a tent, or set up their own cooperative camps.**

BEST AND MOST DIRECT evidence some children get of the help which the Department of Agriculture gives to consumers is the food that's served them in free school lunches. This year as many as 5 million boys and girls lunched on foods routed to them by the Surplus Marketing Administration.

canning and on buying canning equipment, just one of the multitude of subjects that club members take up to become better and more informed consumers.

When the meeting is over, Aunt Mabel takes you to visit some friends of hers who, she tells you, had rough going a few years back. They had lost their land, their equipment, and practically everything they owned, and their credit rating with private agencies had been crossed off the books. But then the Farm Security Administration loaned the family funds to start the farm in operation again and to get them on their feet. Now they have fixed up their house, have a cow, a team of horses, some serviceable equipment. Best of all, they have a long-term lease arrangement with their landlord, and they are making improvements in buildings and soil. This family is but one of 800,000 helped by the FSA. A survey in 1939 showed that before help was forthcoming, the families had an average net income of $375 a year. After, it rose to an average of $538. You stop to talk with the home supervisor who is visiting the family when you arrive. She tells you how the family now grows its own food, has learned to manage, to budget, and to prepare proper diets with FSA help.

As you are driving back home, Aunt Mabel points across the fields where a farm family she knows is trying out some new ways to conserve their soil, learned from the Soil Conservation Service and participation in the Agricultural Adjustment Administration program. She tells you how much better food that family is now eating because they improve their land, farm more wisely, and earn more money, thanks to their cooperating in the farm program.

At 6 o'clock you are home again, ready to prepare the family dinner. It's late, so you must hurry. Fortunately, you had checked your menu yesterday with a bulletin by the Bureau of Home Economics, called "Diets to Fit the Family Income," which explains how to give your family healthful, nutritious meals and still stay within your food budget. You are proudest of the way the family likes its vegetables, now that you have learned from this same Bureau how to cook them so they not only keep more of their vitamins but they taste better, too.

By the time the meal is ready, your family is bursting with curiosity about what you've been up to all day.

Over the meal, you recount your consumer adventures with the Department of Agriculture: at breakfast, in the newspaper, in the mail, over the radio, at the store, at lunch, out in the country, and now back home again.

"Wonderful," your husband remarks.

You think you detect a little teasing in his tone of voice.

"But it is, John."

"Sure, I know it is. All I was wondering was why the Department of Agriculture does these things for us consumers."

Your Aunt Mabel explained that to you. So you're ready with your answer:

"Because it's the business of the Department of Agriculture to help farm families get a better living, and part of the business of getting a better living is learning how to spend your money wisely."

"But that's farm families, and all we grow are a couple of petunias."

"If you just wouldn't interrupt!" you come back. "Naturally, if the Department is helping farm families to spend their money wisely, it's not going to keep city families from learning the same things."

Your husband smiles across at you. "Just the same," he says, "it stands to reason, the main business of the Department of Agriculture is to help farmers."

"Of course."

"Then it can't possibly do all the things consumers want from Government."

"But nobody's saying it does, and besides that's not the point," you rejoin. "The point is that the Department of Agriculture is doing what it can to help us, and I, for one, am not going to look a gift horse in the mouth."

"Putting it that way, I guess we are lucky," your husband concedes, and touches off his teasing with a twinkle.

It's dark by the time dinner is over and the dishes are washed. The family has gathered in the living room to read and play some games until bed time. Junior's sprawling on the floor, chuckling over his daily dose of funnies. The light on his paper isn't good enough for his eyes. You wonder what you ought to do about rearranging the lights when you're reminded of a bulletin on your consumer bookshelf called "Electric Light for the Farmstead," prepared by the Bureau of Agricultural Chemistry and Engineering and the Bureau of Home Economics. Perhaps it has some pointers in it for your home, too. You glance through it and, sure enough, you discover quite a number of things that are wrong with the lighting in your house.

There is some talk, as the evening wears on, about a new cover for the living room sofa. You make a note to check your bookshelf for a copy of the Bureau of Home Economics bulletin, "Slip Covers for Furniture," in the morning.

And so, after a busy day, to bed. You've made quite a round-up of the facts about the work the U. S. Department of Agriculture does for your family and your neighborhood. Not all the facts, but enough to know that city people, as well as farm people, get a hand from this Department.

Milk Glossary for Consumers

PART X

*More definitions of the words consumers use when they work on milk problems**

R

RAW MILK. Milk that is not pasteurized or otherwise processed to destroy objectionable bacteria, except for cooling which does not destroy bacteria but merely retards their growth.

No raw milk can be guaranteed as absolutely safe. The U. S. Public Health Service recommends that people who cannot purchase pasteurized milk should buy the best grade of raw milk, then pasteurize or boil it at home before using it.

The U. S. Public Health Service Standard Milk Ordinance (See Standard Milk Ordinance) defines a standard for Grade A raw milk, as well as Grade A pasteurized milk. Milk measuring up to the standard for Grade A raw milk is as safe as any raw milk can practically be made. It must come from cows ascertained to be free of disease by regular inspection. It may not contain more than 50,000 bacteria per cubic centimeter at the time of delivery. The cows must be kept in barns which meet rather rigorous specifications, providing for cleanliness, ventilation, and lighting. The men who handle the milk must submit to periodic physical examinations. Other regulations attempt to insure the use of sanitary utensils.

In cities where the Standard Milk Ordinance is in effect, raw milk which fails to measure up to the standards for Grade A must be labeled as Grade B or Grade C, depending on how far below Grade A standards the milk falls. In such cities, Grade A, whether on raw or pasteurized milk, is the normal grade. Lower grades are temporary penalty grades, intended to discourage the sale and purchase of milk that fails to meet the normal grade, and to encourage the maintenance of Grade A standards.

Grade B raw milk must meet all the requirements of Grade A except that it need not be from abortion-free herds and may contain as many as a million bacteria per cubic centimeter.

Grade C raw milk is milk which fails to meet Grade B requirements.

Certified milk is raw milk produced under conditions specified by the American Association of Medical Milk Commissions. Usually the enforcement of the provisions laid down by the Medical Commissions is turned over to State health authorities.

Certified milk is raw milk produced under the most rigid sanitary requirements. It must not contain more than 10,000 bacteria per cubic centimeter, and it must be delivered within 30 hours of the time it is produced. The name certified milk is registered at the United States Patent Office and only licensed dairymen may sell it under that name. Because of the stringent regulations governing its production, it is usually much more expensive than pasteurized milk.

RECEIVING STATION. Milk's usual first stop on the way from the farm to the consumer's doorstep in cities of 500,000 or more. Receiving stations are sometimes called "country plants." Milk that is picked up from individual farms is usually delivered to depots located in the country wher it is cooled, tested, weighed, and assembled for shipment in large quantities to the city.

RELIEF MILK. (See Surplus Marketing Administration.)

There are at least 3 kinds of milk consumers: (1) those who can afford to buy all the milk they need at prevailing prices and to whom extra charges for delivery, charge accounts, and other frills are no hardship; (2) those who could afford to buy as much milk as their families need provided they could buy milk without buying some of the expensive services which usually go with the sale of milk to consumers; and (3) families whose incomes are so low that they cannot buy fluid milk at any price that would afford a fair return to farmers and distributors.

Now if a family can't buy Venetian blinds for the living room that's too bad, but it's not exactly a public problem. When a family can't buy the milk it needs, that's something else again. Milk is a necessity. Adequate amounts of it are essential to good health of children and adults. The failure to see to it that growing children get the milk they need creates a public health problem.

Recognizing this fact, Government agencies and social agencies in some cities, acting in cooperation with milk dealers and producers, have worked out special machinery for distribution of milk to families who make up the third class of consumers. Sometimes these plans are called relief milk programs, sometimes they are called welfare programs. For a description of the measures adopted by the Federal Government, see Surplus Marketing Administration.

In general, relief programs have one or more of the 6 following central features:

(1) The city or charity organization lets bids to milk dealers for the milk it needs to supply needy families. The successful bidder then delivers the milk to needy families on order.

(2) The city or charity organization arranges with the milk dealers to deliver a stated amount of milk on order to relief families and then pays for the milk at wholesale rates.

(3) A reduced price is made to the city or charity organization under a plan by which producers and dealers accept less than their usual rates.

(4) Tickets that are redeemable in milk are sold to the city by dealers at prices which mean that the city pays less than the going price for milk. These tickets are then issued to relief families who turn them over to their milkmen in exchange for milk.

(5) Milk stations are established to which dealers deliver wholesale quantities of milk, where relief families can, on the presentation of identification cards, purchase milk at less than the going rate (this is a cash and carry scheme).

(6) Parent-Teachers Associations, sometimes with the cooperation of the city, sometimes out of their own resources, arrange for the distribution of milk to children at school. This milk may be distributed free, or it may be sold for a penny a bottle.

In 1935 a survey conducted by the Consumers' Counsel Division disclosed that 83 out of 145 cities that answered inquiries sent to them had a relief milk scheme of some kind.

England, it should be noted, has recently adopted a nationwide scheme which recognizes the special importance of milk. A pint of milk may be purchased at half the prevailing price by any family for each nursing or expectant mother or child under school age it includes. Free milk is available to any household that can't afford to buy it after its need is determined. In addition, free milk is distributed in the schools.

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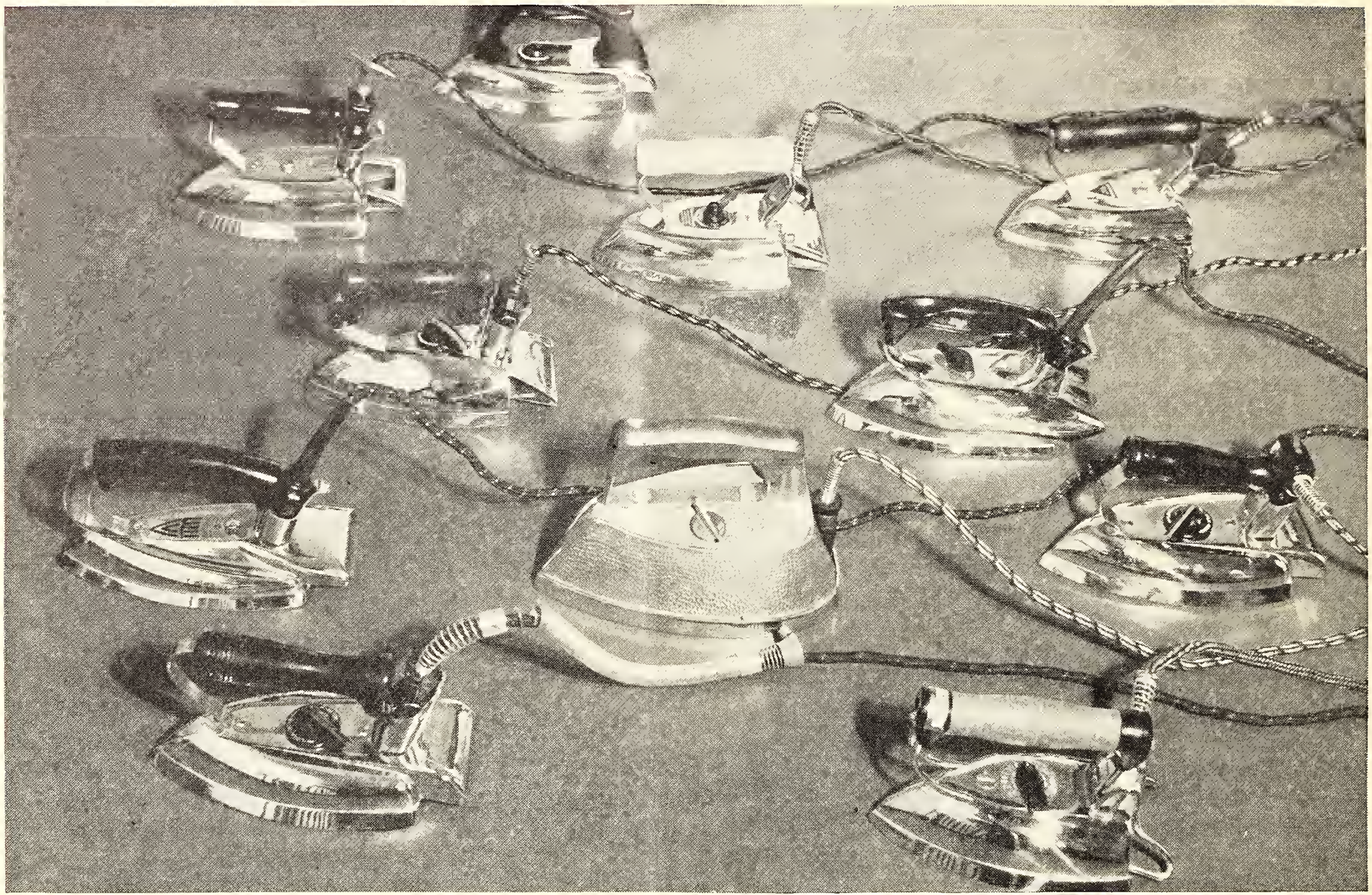
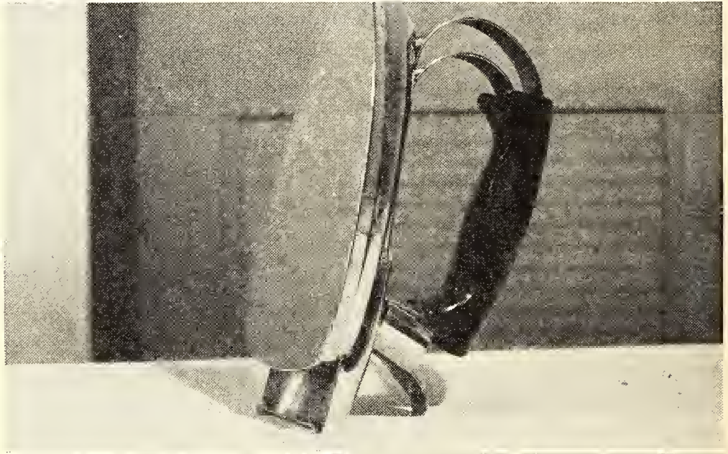
* *Earlier installments appeared in the August, October 1, October 15, November 1, December 2, December 16, 1940. January 15, February 1, and February 15, 1941, issues of* CONSUMERS' GUIDE.

So You're Buying an Iron?



1. LINED UP here like a battery of long-tailed tanks are just a few of the thousands of electric irons that go to work on the family laundry each week in the United States. There are irons with and without temperature control. There are cordless irons which heat on contact with their electrically-wired stands. Different kinds and sizes serve different purposes. Know what you want yours for before you start to look. The iron that suits your neighbor's needs may not fill yours at all.



2. IRONS VARY in size, shape, finish, and construction. Soleplate surfaces, for example, range from 21 to 36 square inches. Large irons are preferable for large, plain pieces. For general household ironing, choose one with a soleplate of at least 25 square inches. Shape is important too. Irons with narrow points, beveled edges, tapered sides make it easier to get around buttons, smooth out pleats and gathers. Rounded back corners help to prevent wrinkling in backward sweeps of the iron.

3. YOU DON'T NEED a heavy iron to do a good job. Light irons work just as well on the laundry and much better on the laundress. A good ironing job depends largely upon maintaining the right ironing temperatures, and upon the proper amount of moisture in the fabrics which require dampening. Wattages vary from 400 to 1,500. The wattage necessary to maintain proper ironing temperature depends somewhat on the construction of the iron. An iron of under 800 watts may not heat quickly, nor maintain its heat on heavy, damp pieces. As a rule, the higher the wattage, the higher the original cost.

Some day labels will guide you straight to the iron you want. Till then, take these Bureau of Home Economics tips on how to choose

4. ANOTHER PLACE to examine is the ironing surface. It should be perfectly flat and smooth. It should be made or finished in a non-corrosive metal such as chromium so it will stay smooth. Nickel plate may tarnish. Avoid thin plating which often peels off.

5. SEE HOW the handle fits. It should be large enough so your hand does not fit all the way around, longer than your palm is wide, and made of a material which won't conduct heat. Be sure there's no danger of your hand touching the hot metal parts of the iron.

6. SOME IRONS come with temperature controls. The easiest type to use is a dial marked with fabric names rather than one marked in temperatures or numbers. A temperature control adds to original price, but it may reduce ironing costs by saving electricity. By preventing overheating, and keeping temperature uniform, a control may prolong the life of the heating element and eliminate scorching.

7. NOW AND THEN you come upon a steam iron. That's the kind especially useful to dressmakers and people who press trousers. This type is not recommended for ordinary home work; it may be more expensive, awkward to handle, and is not always a substitute for the dampening that linens, cottons, rayons, and some silks need if you are to get good results.

8. SAFETY and wear standards for cords are assured by buying irons with Underwriters' Laboratories' bands on the cords. The red band, usually found on cords accompanying less expensive irons, means a cord will stand at least 3,000 flexings. The gilt band means the cord will withstand at least 10,000 circular twists without wearing through.

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Underwriters' Laboratories, Inc.
List of Inspected Electrical Equipment

9. LAST THING to investigate is the guarantee. Irons listed by the Underwriters' Laboratories as being safe from fire and shock hazard can usually be depended on for durability, too. This will guide you, but read the guarantee carefully. Make sure you understand what the guarantee covers and for how long.

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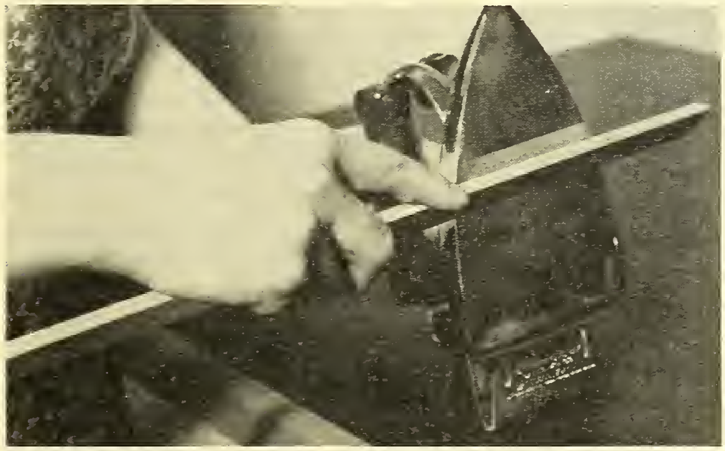

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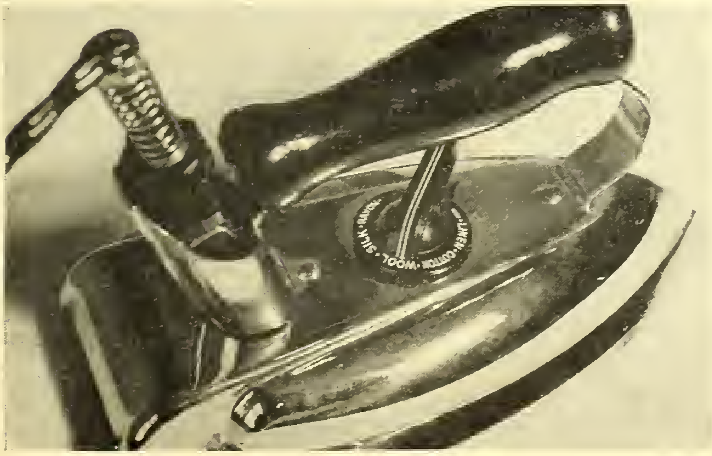

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Citrus Saga

PART IV

TRANSCONTINENTAL railroads and refrigerator cars made the morning juice possible for millions of consumers, but since ice first was packed into the first refrigerator cars, the transportation of citrus fruits has taken a turn. Today about 72 percent of the citrus fruit marketed rides the railroads, about 8 percent finds a berth in boats, and about 20 rides the highways in trucks.

*While citrus fruit move from growers to consumers, citrus dollars move back from consumers to growers. Here's what happens along the way**

YOU TURN UP at the store and get a paper bag full of oranges. It costs $1.00.

Who gets that dollar?

California orange growers during the last season got 22 cents (on-the-tree-value) of the average consumer's dollar spent on California oranges in city markets.

Picking, washing, polishing, packing, and storage ate up 18 cents of the consumer's California dollar.

Hauling the fruit across the country, icing it, and taking care of it en route cost 25 cents.

Oranges are sold through the regular wholesale channels and also through the fruit auctions which are held at the railroad terminals of most large cities. The auction company and other wholesale handlers of California oranges got about 6 cents of this consumer's dollar.

The retailer got 29 cents of that dollar.

Consumer dollars laid out for Florida oranges during the winter of 1939–40 followed a different trail.

For the fruit as it hung on the trees, Florida growers got 24 cents out of every consumer's dollar.

Picking and packing, washing and polishing, cost some 21 cents. The railroad companies got 18 cents out of each consumer's dollar for hauling, and icing, and laying the fruit down in their terminal markets. Fruit auctioneers and other wholesalers got 7 cents out of the consumer's dollar. Finally, the largest piece of change went to the retailer, 30 cents.

That's the consumer's dollar spent for oranges. Segments of the other citrus fruit dollars, with slight differences, were shared in the same proportions.

WHEN THE FARMER'S SHARE OF ALL THE consumer dollars spent on all citrus fruit in 1939 is added up, you get 85 million dollars. Twenty thousand California and Arizona growers got an average of $2,171 apiece; 7,500 Texas growers averaged $825 for the year in citrus returns; while 20,000 Florida growers had as average citrus returns for 1939, $1,758.

In the entire country there are some 800,000 acres in citrus fruit, about 60 million productive citrus fruit trees. That's an average of 75 trees to the acre, though the number of trees to the acre ranges from 60 to 100. Yields from these trees will usually vary from 2 to 4 boxes to a mature tree a year.

The size of a farmer's grove may be almost anything between a half acre and a couple of thousand acres, but probably most groves are between 10 and 15 acres. Each of those 10 to 15 acres represents an investment in land and in trees of from $500 to $2,000, maybe more, maybe less, perhaps more in California, perhaps less in Texas and Florida.

One other thing can be said of the run of citrus fruit growers. They aren't farmers the way you think of farmers who live on family farms, the wife in the farm kitchen, the kids helping out when they aren't at school, and the man carrying the load of the farm work himself. One-third of the citrus groves in Texas and Florida are owned by people who live out of these States. Their groves are run by hired superintendents bossing hired help. A majority of citrus groves are just groves, they are not the sites of family homes. Very likely the owner of the grove lives in a small town or a nearby city.

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* *Earlier articles on citrus fruit appeared in the January 15, February 1, and February 15, 1941, issues of* CONSUMERS' GUIDE.

Growing citrus fruit is expensive. In California and Texas and Arizona, irrigation alone may cost $20 to $30 an acre.

Frost is, of course, something that stalks in the citrus grower's nights, threatening him with disaster. To combat it, growers must take expensive precautions. For California and Arizona this means setting up oil-burning stoves in the groves. In Florida and Texas piles of wood are sometimes burned to keep up temperatures.

Citrus growers must buy fertilizer, too. They use a wide variety of different kinds: manures, dried blood, cottonseed meal, dried and ground fish, garbage tankage, and then, of course, the usual nitrates and phosphates.

The war that's waged between citrus growers and bugs and scales is a classic in itself. Right now, for example, there's a pest called red scale that's giving citrus growers trouble. Researchers tried spraying it with cyanide gas, only to discover that it did no good. Later they found out why. The insect held its breath until the gas was blown away. Now a way must be found to make them inhale while the gassing is going on.

Fungi are enlisted as allies of the citrus growers in the war on pests. In general, fungi are recruited to fight citrus pests in moist climates. In the dryer climates of the southwest fungi don't thrive so the call goes out to insects.

Citrus growers can't rely entirely on allies in the fight against pests. All through the year pests appear against whom the grower must take specific measures, either by spraying, fumigation, or dusting.

In spite of bugs and rough weather, the leaves on the citrus trees turn a deep shiny green, the delicate white blossoms flower, and finally clusters of fruit appear and ripen.

Carefully gloved trained picking crews turn out in the groves in force, canvas bags slung over the shoulders, ladders in hand. Eggs couldn't be handled more carefully than the citrus fruit. The picker, equipped with clippers, snips the fruit from the trees, carefully, to avoid scratching the skin, or pulling away the stem. Citrus fruits are picked by size. In the case of lemons, the picker carries a ring with him, about 2¼ inches in diameter. Fruit that passes through the ring is left on the tree, fruit that won't go through the ring is picked.

When the bag hanging down in front of his ladder is filled, the picker climbs down and unbuttons a flap at the bottom of the bag, permitting the fruit to roll gently into the field boxes.

Oranges arriving at the packing house for a day usually start bouncing along the conveyor belts through the baths and brushings that lead to the final shipping crate. Oranges that need degreening, however, are subjected to a mild attack of ethylene gas from 24 to 48 hours before the journey through the packing house begins. Once the fruit are dry they are placed on conveyor belts which first dump them into a bubbly soap and water bath. Oranges that are to be colored in a dye bath pass through the coloring vat here. Bobbing up and down, the oranges float onto the belt again, now to pass through a shower of cold water, through a battery of rotary brushes, onto rollers where a blast of hot air dries the oranges completely. Buffing brushes wax the fruit until they glow.

A canvas belt picks them up now, and shunts them past gloved girls who sort the oranges into grades, snatching them off the big belt to drop them on smaller belts. Now the oranges run through sizing machines which drop fruit of the same size into separate canvas bins. Girls remove the fruit from the bins, wrap them in paper, and pack them in shipping boxes which roll away on another conveyor to have their tops machine-clamped on them.

Grapefruit bobble along pretty much through the same routine. Lemons, on the other hand, are cured in a storage room where the temperature and humidity are controlled for 30 days to 5 months before they finish their packing house rounds.

California fruit, practically all of it, and a substantial part of the fruit raised in Florida and Texas are sold through growers' cooperatives. Growers deliver the fruit to the packing houses, where the cooperative takes over the delivery to terminals where the fruit auctions are held. Proceeds from the sale of citrus fruit through the cooperative are paid into a pool. At the end of the season all growers are paid the same price for all fruit of the same grade. Deductions are made to cover the cost of handling the fruit, and the operating expenses of the cooperative.

Some fruit from Florida and Texas is also marketed by the growers themselves who are known as grower shippers. Again there are handlers known as merchant shippers who buy the fruit on the trees from the growers and then pick, pack, and ship the fruit to market for sale.

Citrus growers, like other farmers, in the past had two strikes called on them before they took the fruit to market.

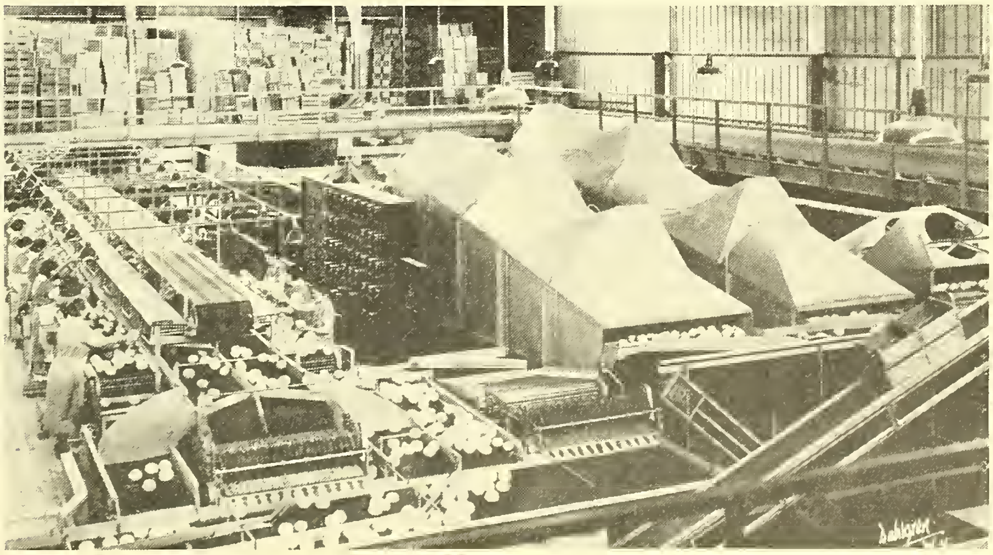
Citrus prices mirror the economic status of consumers. When consumers' incomes dropped because of unemployment, citrus prices sympathetically catapulted downward, too.

At the same time citrus production was increasing sharply so that there was more to sell to fewer buyers.

That's one strike.

The second strike suffered by citrus growers in the past has been the unevenness of movements to market. Like other fruits and vegetables, citrus fruit got marketed in spurts. Gluts would succeed pinches, so that prices during the year would swing up and down, the ups profiting no one but speculators, and the downs tearing gaping holes in citrus growers' incomes.

BRIGHT colored citrus fruit roll through the packing plants on conveyor belts like the marbles in a pin-ball machine. On the way, the fruit is washed, assorted, maybe degreened or colored, graded, waxed, polished, and packed.



On their own initiative, citrus growers, as far back as the 1890's, organized cooperatives to take over their marketing. In the course of time, they discovered that citrus marketing is conducted on a scale so vast that it can only be regulated effectively with the aid of the Federal Government. For the past few years, that's what citrus growers have been getting.

OPERATION OF THE CITRUS FRUIT PROGRAM (as it relates to marketing) is lodged in the Surplus Marketing Administration of the Department of Agriculture. That's the Stamp Plan agency, the nickel milk agency, the free-food-for-school-lunch agency. It is also the agency that carries on a less well-known group of activities, the administration of marketing agreements and orders.

The Secretary of Agriculture, under the Marketing Agreement Act of 1937 (which was a refinement of some of the features of the Agricultural Adjustment Act, first passed in 1933) may issue what are known as market orders or he may enter into marketing agreements, or he may do both.

These orders and agreements, when ratified by growers and handlers, authorize the establishment of growers' and handlers' committees which, meeting periodically, determine how much citrus fruit may be shipped to market from a certain area.

AT THE PRESENT TIME, 2 SUCH PROGRAMS are in operation, while another is about to start. One in California and Arizona applies to oranges, another in the same region will soon apply to lemons, the third, in Florida, applies to all citrus fruit produced there. A similar program was abandoned in Texas.

In California, the committees meet regularly to determine how many carloads of oranges are to be shipped to market after they have considered:

(*a*) the available supplies and prices;

(*b*) the level and trend of consumer incomes;

(*c*) the prospective supplies of competitive commodities;

(*d*) other pertinent factors.

These committees determine how many carloads of oranges and lemons are to be shipped without reference to grades or sizes. Once the volume of fruit to be shipped is announced, this total volume is divided up among all the handlers in the area. The handlers then divide up their allotment among the growers. California citrus growers call this "proration"; economists call it volume control.

In Florida, the idea is the same but the control is different. There the control is called grade and size control. Instead of determining how many carloads of citrus should be shipped, the committees hand down their decision by saying only fruit above a certain grade and size may be shipped to market. Right now, for example, no oranges may be shipped out of Florida below the No. 2 grade; nor may any No. 2 Russets be so shipped. No grapefruit below No. 2 quality may be shipped out of Florida at the present time, and no seedless grapefruit smaller than those that come 126 to the box may be shipped. The smallest grapefruit with seeds that may be shipped must come with not more than 80 to the box.

When a consumer learns about volume control and grade and size control, almost the first question he asks is, "What happens to the fruit that isn't shipped?"

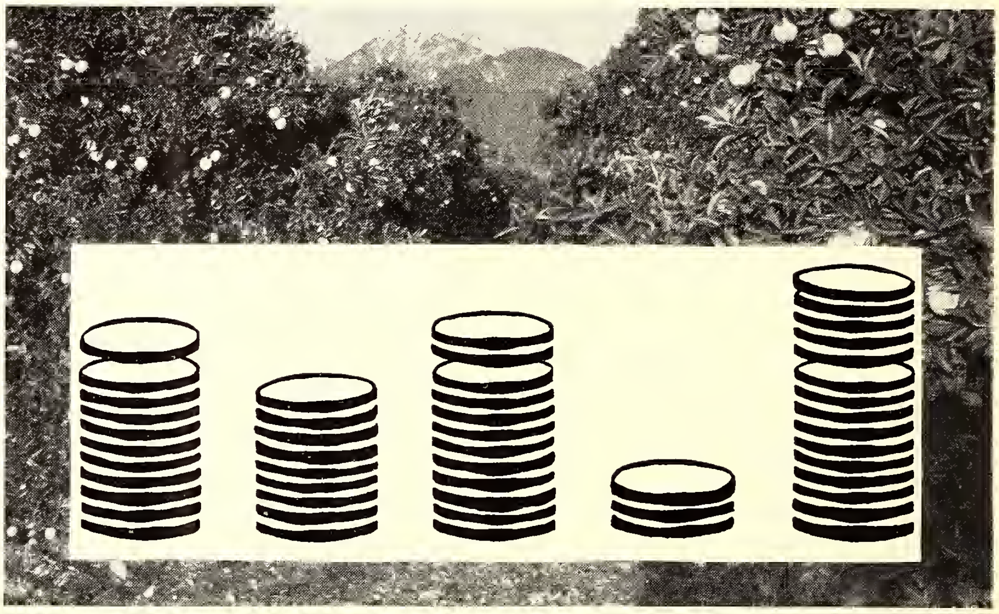
The answer is, sometimes it is bought up by the Surplus Marketing Administration as part of the program and distributed to needy families. Sometimes it is sold within the State. Very often it is diverted to by-product uses.

THERE ARE OTHER CONSUMER QUESTIONS, too. When volume is controlled to raise price, or when the cheaper grades and sizes are kept off the market, what happens to consumption of oranges among the people who can buy them only when they are cheap enough?

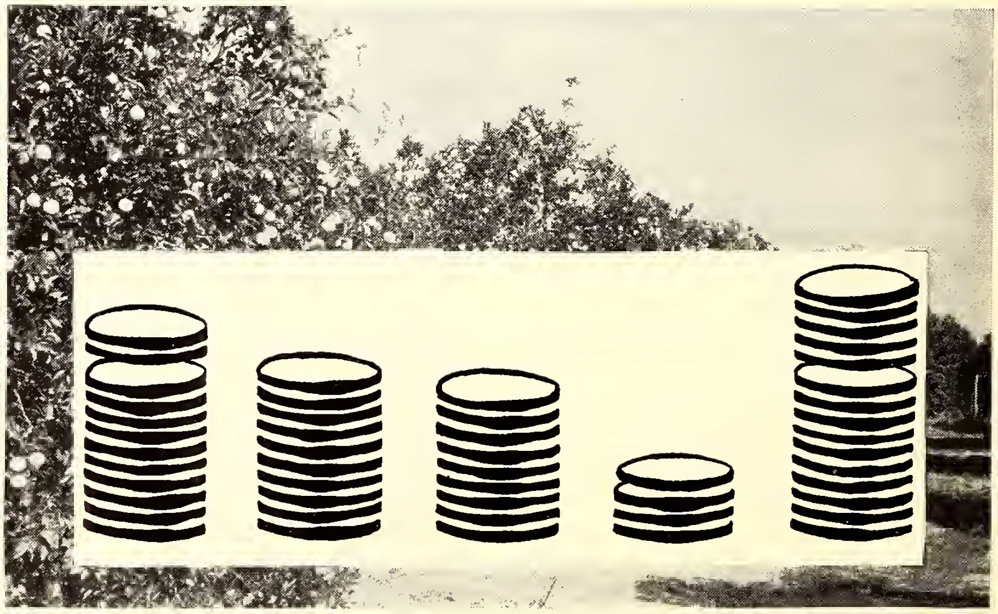
Answer to that question is wider than the Act of 1937. It is as wide as the whole Nation. When found, it will tell us how to turn abundance into a blessing.

Here's where a consumer's orange dollar goes

CALIFORNIA ORANGES *Each coin represents 2 cents*



FLORIDA ORANGES *Each coin represents 2 cents*



CONSUMERS' BOOKSHELF

ADJUSTING FARM FAMILY LIVING TO THE IMPACT OF WAR ABROAD AND HOME DEFENSE. Prepared by the Bureau of Home Economics and the Bureau of Agricultural Economics, U. S. Department of Agriculture. Miscellaneous Publication No. 419. 1940, pp. 7. Address: Superintendent of Documents, Washington, D. C. 5 cents. A leaflet discussing the outlook for the farm family's income in 1941 and suggesting plans for securing adequate food, clothing, and housing. Outlines methods for developing a balanced, general farm-family living program in keeping with income prospects and defense needs.

SURVEY OF STATE LAWS AND JUDICIAL DECISIONS ON BEDDING AND UPHOLSTERY, by S. Mermin and J. M. Mayer, S. P. Kaidanovsky, Technical Director. 1940, pp. 160. Address: Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C. Free to legislators, bedding and upholstery law enforcement officials, libraries and persons or organizations having a special inerest in bedding and upholstery. This bulletin is not of interest to consumers generally; it is a technical study presenting the provisions of State laws regulating the manufacture and sale of bedding and upholstery, a summary of Federal and State court cases in this field, and a comparative chart of State sanitation and labeling requirements for new bedding and upholstery. The survey was conducted by the Division of the Consumers' Counsel with the assistance of the Work Projects Administration.

ADEQUATE FAMILY FOOD ALLOWANCES AND HOW TO CALCULATE THEM, prepared by the Social Welfare and Public Health Department of the American Home Economics Association with a representative from the American Dietetic Association. Revised, 1940, pp. 35. Address: Family Welfare Association of America, 122 East 22d Street, New York, N. Y. 40 cents. Gives the generally accepted food requirements for an adequate diet and a method of estimating the amount of money required to cover the food needs of individuals in a given locality. Includes sample work sheets.

COMBATING THE LOAN SHARK. Law and Contemporary Problems, Vol. VIII, No. 1, Winter 1941, pp. 206. Address: Law and Contemporary Problems, Duke University School of Law, Durham, N. C. $1.00. Entire issue devoted to a symposium on consumer credit and the loan shark, why he exists, his methods of operation, and what may be done about him. Included is, "A Survey of the General Usury Laws," presenting in chart form the principal provisions of all State statutes. In a summary article, anti-loan shark campaigns in several States are reviewed with a discussion of methods of organizing public opinion for effective measures again loan sharks.

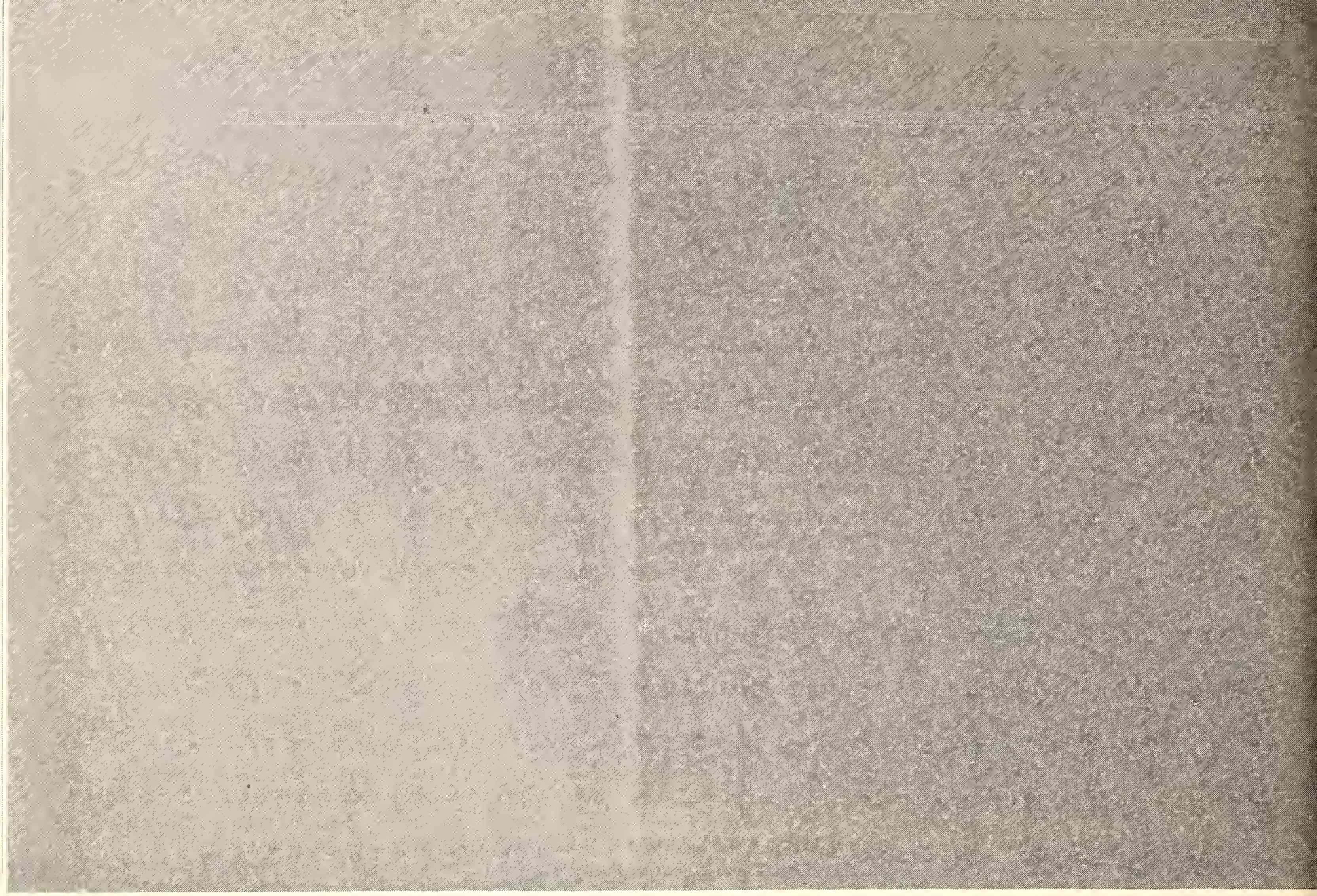
CONSUMER EDUCATION AND ITS RELATION TO BUSINESS AND NATIONAL DEFENSE. Pennsylvania State Education Association. 1940, pp. 11. Address: Dr. Frank Parker, 36th and Woodland Avenue, Philadelphia, Pa. Free. Contains addresses delivered before the Consumer Education Round Table of the Pennsylvania State Education Association, Harrisburg, December 28, 1940. Included are, "Consumer Education as a Principle of Sound Business," by Harold W. Brightman, of L. Bamberger and Company, and "Consumer Education in National Defense," by Harold F. Clark, Professor of Educational Economics, Teachers College, Columbia University.

SUBSTITUTE FOR THE SUN. U. S. Department of Labor, Children's Bureau Folder 25. 1940, pp. 4. Address: Superintendent of Documents, Washington, D. C. 5 cents. Discusses need for "direct" sunshine and its value to the growing child. Considers substitutions in the diet for the necessary Vitamin D, describing amounts needed, and contents of Vitamin D in various preparations. Suggests when and how to use them.

WHY DO TENANTS MOVE? A study of the Moving Habits and Attitudes of 1,219 New York Families. October, 1940, pp. 23, mimeo. Address: Citizens' Housing Council of New York, 470 Fourth Avenue, New York, N. Y. 50 cents. Results of a survey conducted by the Citizens' Housing Council of New York with the aid of students of housing in various universities of New York City. Considers the reasons given by tenants for moving and presents the opinions of tenants concerning conditions in their present residence as well as their attitudes toward landlords. Similar data from Manhattan and Brooklyn are compared.

STANDARDS, prepared for the National Youth Administration with the cooperation of the National Bureau of Standards. The Modern World At Work Series, No. 2. 1940, pp. 48, illus. Address: Superintendent of Documents, Washingtin, D. C. 15 cents. Contains a brief story of the development of standards of weight and measure, and the work of the National Bureau of Standards in testing commodities and materials to see that they meet established standards of quality and performance. Illustrations of some of the testing apparatus are included.

COOPERATIVE DAIRYING, by Valery J. Tereshtenko and the Research Staff of the Cooperative Project. Studies of the Cooperative Project, Series C, Part I. 1940, pp. 212, mimeo. Address: Cooperative Project, Work Projects Administration, 625 Madison Ave., New York, N. Y. Free. Discusses the origin, early history and present status of cooperative dairying in the United States and abroad and reviews available literature on the subject, presenting abstracts of 427 publications. Topical and geographical indices.



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CONSUMERS' GUIDE

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D. E. MONTGOMERY, CONSUMERS' COUNSEL
MARY TAYLOR, EDITOR

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WHETHER YOU vacation in luxury style or in your own backyard this summer, here are some pointers on how to take the hot weather in your stride.

Exercise, yes, but don't make it strenuous when the sun is at its peak and the thermometer hitting the summer highs. Don't be a pushover for stiff muscles and a cramped spine by playing 3 sets of tennis or a hard game of volley ball the first time you go outdoors after a winter hibernation at an office desk, a work bench, or a kitchen stove.

This next is a year-round rule, but holds particularly for the summer months: Don't indulge in vigorous exercise immediately before you eat, or immediately afterwards. If you can choose your form of exercise, remember one of the healthiest summer sports is swimming, since it doesn't involve overheating of the body.

Try to sleep regularly. You will suffer less from irritability and discomfort during the heat spells if you get plenty of rest.

There is nothing like a cool shower to keep the body invigorated and refreshed after a hot day at work. Government health experts recommend a shower in preference to a bath because a shower does not have the sedative and weakening effect of the long tub bath.

Foods you eat and liquids you drink will have a lot to do with your comfort in hot months. This does not mean a complete changeover in your diet habits, but you should eat less of the high caloried foods, such as fried foods, pastries, rich gravies, heavy soups, starches, and fats.

Take advantage of the seasonal bargains in fresh fruits and vegetables. Eat plenty of them for the valuable additions they bring in vitamins and minerals. Lean meat, fish and poultry, along with milk, eggs, and cheese are good warm weather proteins.

DRINK AT LEAST 6 TO 8 GLASSES OF WATER a day to make up for the loss of water through the sweat glands. Be sure also to replace the salt lost from the body through perspiration. If you perspire excessively when you work, drink slightly salted water or eat salty foods occasionally as a guard against loss of too much salt from the body. And if you are one of those who fall on the point of heat prostration every time the temperature and humidity go up, it might be wise to check with your doctor about using salt tablets to ward off heat exhaustion.

Drink fruit juices in ample quantity, too, but don't let them displace the pint of milk a day for the adult or the quart a day needed by children.

Keep all perishable foods in the refrigerator until ready to be used. Be particularly leery of holding leftovers more than a day or 2 old, especially custards, creams, cooked and ground meats, and fish.

If you are picnicking, pack your food with ice to keep it fresh and cool. Make salads and sandwiches shortly before you leave, and keep vegetables crisp in waxed paper until you actually sit down to eat. Be wary of uncertified water supplies in the country; look for a report by your State Health Department on safe water.

BE COMFORT-WISE AS WELL AS STYLE-WISE in your summer wardrobe. A few tips: Wear light, loose-fitting clothing to allow free circulation of air. Cotton and linen head the list for good summer fabrics. Dark clothes absorb heat, increase your discomfort; white fabrics or other light shades reflect the sun's rays and are cooler.

Children's sunsuits should be free of belts, tight bands or elastics, uncomfortable slipping shoulder straps and halter ties. They should be made of soft and pliable cottons, and designed to give the child all the benefit he can get from the sun's rays.

Buy summer house dresses of gingham, percale, chambray, seersucker, and medium weight broadcloth. None of these have to be starched, and they're easy to iron. They should be simply and coolly cut, without frills and trim to make them uncomfortable.

Men's summer clothing should be light and easy fitting. Seersucker, hopsacking, linen, linen-like cottons, gabardine and light-weight corduroys are all favorites.

Don't overdo your beach or backyard sun-worshipping. Fifteen minutes of direct exposure is a good start. Then, gradually increase the time. Lotions, creams, and oils can't guarantee you against serious burns, but a lubricated skin burns less readily than one that is not.

FRECKLES CAN'T BE REMOVED WITH creams. Read the labels on so-called freckle creams to see if they contain mercury compounds. The Food and Drug Administration requires a warning on the label of such products to caution (1) not to use the product further if it causes skin irritation; (2) not to apply it to irritated, cut, bruised, sunburned, or sore skin, or after shaving or using a depilatory; (3) not to use it for prolonged periods if you want to avoid skin discoloration; and (4) not to apply the cream to a large area of the body. The label must also warn against use of the cream by children under 12.

Don't pluck every pretty plant you see; some of them may be poisonous. For a consumer index to dangerous plants, see "Pointers on Poisonous Plants" in the July 1940 issue of CONSUMERS' GUIDE.

If you like to look at the world through tinted glasses, be sure you don't wear those of blown glass. That kind may have bubbles, scratches, and other defects that will hurt your eyes. Buy sun glasses labeled as having ground and polished lens. The color of the lens makes no difference so far as strain on your eyesight is concerned.

AND, FINALLY, TICKS. IF YOU LIVE OR vacation in a wooded or grassy area overgrown with shrubs or bushes, you should take certain precautions against ticks. Clear away all undergrowth, and cut the grass closely. Children should be given a twice-a-day examination and any ticks found on them removed with tweezers. Don't crush the tick, but destroy it by burning. Be sure to clean the tweezers in alcohol afterwards, and put iodine on the wound. If you are a dog owner, look over your pet carefully and remove any attached ticks, using the same precautions when your destroy them. If anyone in your family is bitten by a tick and becomes ill or develops a fever in 4 to 12 days, he should be put under the care of a doctor. You can also be inoculated against Rocky Mountain Fever, which is transmitted by ticks.

How Smart Are You?

SERGEANT MORIARITY took his pipe from his mouth.

"You know what my daughter says when she serves me dinner?"

The Lieutenant shook his head, and everybody else said, no.

"Make way, mama! Here's morale for Moriarity."

That was the Sergeant's influence. "Any mess sergeant can tell you," he said, "food isn't just food. Food's morale."

Ten years seniority on the Lieutenant permitted the Sergeant to talk with the authority of Lee and Grant, Sherman and Jackson, all in the same accents.

Napoleon said, according to the Sergeant, morale is to manpower as 3 is to one. "Do you know what that means?"

The sergeant didn't stop for answers. "That means a well-fed man is 3 times as good as a man who just gets filler at mealtimes."

The Sergeant's an instructor in the Cooks and Bakers School at Fort George G. Meade, Maryland, where the Army takes its men in hand and teaches them their way around the army kitchen.

"They ought to make every woman read the 'Army Cook' before they issue her a marriage license," the Sergeant thinks. He reaches over his desk and picks up the 196-page "Army Cook."

"Here," he says, reading: "Good cooking promotes health, contentment, and pride of organization in each soldier. Poorly cooked meals will do more to make soldiers discontented than any other factor."

"Just change a couple of words around and you have the whole story. Like this: 'Good cooking promotes health, contentment, and pride of family in people. Poorly cooked meals will do more to make people discontented than any other factor.' "

The Lieutenant thought maybe the Sergeant was having things too much his own way. He suggests the Sergeant doesn't really think the boys who win certificates as first and second cooks at the Cooks and Bakers School really know as much as an everyday housewife.

"They're all right for men," the Lieutenant says, "but a woman, now, why she starts life knowing more about running a kitchen than a man could ever learn."

"Is that right?" the Sergeant is quick to take up the challenge.

"How many women you know can answer the questions my boys must answer to pass their final examinations? How many?"

The Sergeant was daring the Lieutenant to state a number.

"Well, what are the questions?"

The Sergeant fishes in a desk drawer until

Will you be able to keep up with the boys who are learning all about preparing foods and well-balanced meals, when they come home from the Army?

he finds some mimeographed examination sheets. "Just try these on any woman you know, and see how she makes out."

"Ready?" Everybody was ready.

And here are some of the examination questions which the boys in one Army Camp must answer before they can be certified as full-fledged cooks and bakers:

Define parboiling.

What are the best uses for the prime ribs of a beef carcass?

How long should the following be cooked—boiled cabbage, fresh lima beans, corn on the cob, dried apricots, issue beans (those are navy beans)?

How much time is required to cook the following—roast beef, pan rolls, roast pork, plain cake?

Give names of 4 foods in which each of the following is found—Ascorbic Acid (that's Vitamin C); protein; carbohydrates, iron?

What has the cooking of *food* to do with its nutritive value?

Tell how to care for bake pans and iron kitchen utensils.

Give 3 rules to be observed in making salads.

What does baste mean?

What is the difference between lard and lard compound?

What uses can be made of the juice from canned fruits?

Define cooking. What is baking?

What is a balanced diet?

Explain these terms—roasting, parboiling, simmering.

Why are soups and gravies important in mess (women can say "at the dinner table" for "mess")?

Name 8 ways of preparing potatoes.

Name 12 methods of cooking.

Give 6 ways to use leftover bread.

Give 4 important rules in making coffee.

How should tea be made?

What is the essential step in the preparation of dried fruits and vegetables?

At what temperature does lard usually smoke?

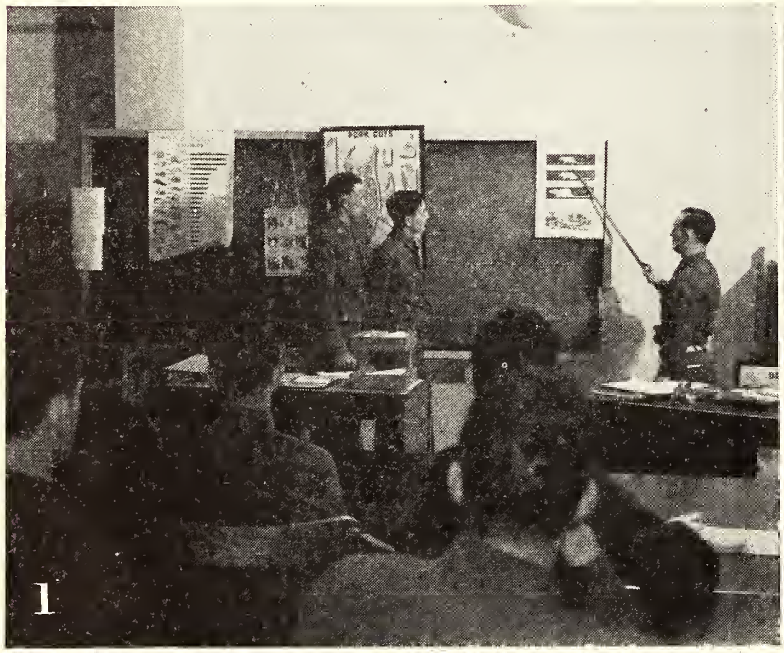
What precautions should be taken when cooking in deep fat?

Name the cuts from the fore and hind quarters of beef and tell what uses they are best fitted for.

What causes the crust to form on a loaf of bread?

What causes rancidity in bread?

The Sergeant looked up from his examination questions. "Could any of your wives answer those questions?"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1 For every 50 men in the United States Army, there's one man in the mess. And since cooks, even born cooks, need training, there are some 60 Army cooks' and bakers' schools scattered through the United States and its possessions.

2 Graduates of 2-month training periods, in classrooms and kitchens, on food values and food preparation, cooking, and serving emerge as First or Second Cooks. First Cooks study an extra month to qualify as Mess Sergeants.

3 "Mess personnel," the Army Cook says, "should see that all food received in the mess is clean, sanitary, wholesome, in full weight and measure, and of the grade required by Government specifications. The Army Cook is their textbook."

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Maybe, maybe not. But since the Sergeant had such strong views on food and its preparation, maybe he had a message for the women of America.

Yes, indeed, he did, and he would read it right out of the Army Cook.

First, "there is no limit to what can be done to improve the diet by thought and care in seasoning, attractive serving, and inventing new combinations and mixtures of foods."

Second, "a good cook takes pride in serving appetizing meals, in keeping himself and the kitchen clean and sanitary, and in preventing waste."

The Lieutenant wondered whether that wasn't an insult to a lot of competent home managers.

No, not that part about preventing the waste, the Sergeant insisted.

But the Sergeant still wasn't through.

Third, "good cooking makes economical living and promotes health and happiness."

Fourth, and with this the Sergeant was really getting something off his chest, "a menu which is not balanced will endanger health. The best means of guarding against this is to follow the general rule of serving fresh leafy vegetables, fresh fruits, and milk daily."

That was all right so far as it went, some one interposed. And that's as far as Army cooks have to go. But what advice did the Sergeant have for the homemakers who must know not only how to prepare, cook, and conserve food, but how to buy it, too?

Housewives have a hard time there, the Sergeant conceded. "Now in this man's army," he explained, "we buy by grade and specification. The people who work in the mess are required to see that all food is clean, wholesome, and full weight and measure, and of the grade required by Government specifications."

Women could check the weight and measure all right, the Sergeant said, but grades and specifications, well he just didn't see how women knew what quality of food they were buying without them.

There was something, then, the Sergeant hadn't heard about, Government grades for meat, and eggs, and butter, and cheese, and A-B-C standards for canned fruits and vegetables.

The Lieutenant now had a chance to ride the Sergeant. "Lots of women know all about grades and they insist on them when they go buying. See Sergeant, you're not so far in advance, after all."

The Sergeant was silenced.

4 "Milk," says the Army Baker, ". . . when incorporated into bread dough . . . materially increases the nutritive value thereof." Dry skim milk, too, is another food whose qualities are appreciated in the Army, as they should be outside.

5 "Competent cooks," says the Army Cook, "can make 'savory dishes' inexpensively, turn cheap foodstuffs into 'lordly viands,' and transform left-overs into 'marvelous dishes.'" The Army puts its emphasis on economical management as well as on culinary coup d'etats.

6 Army cooks get a trial by a jury of their peers every day. Playing housewife for the Army takes training and skill in management as well as in cooking, so the Army has a school in advanced household management in Philadelphia, Pennsylvania.

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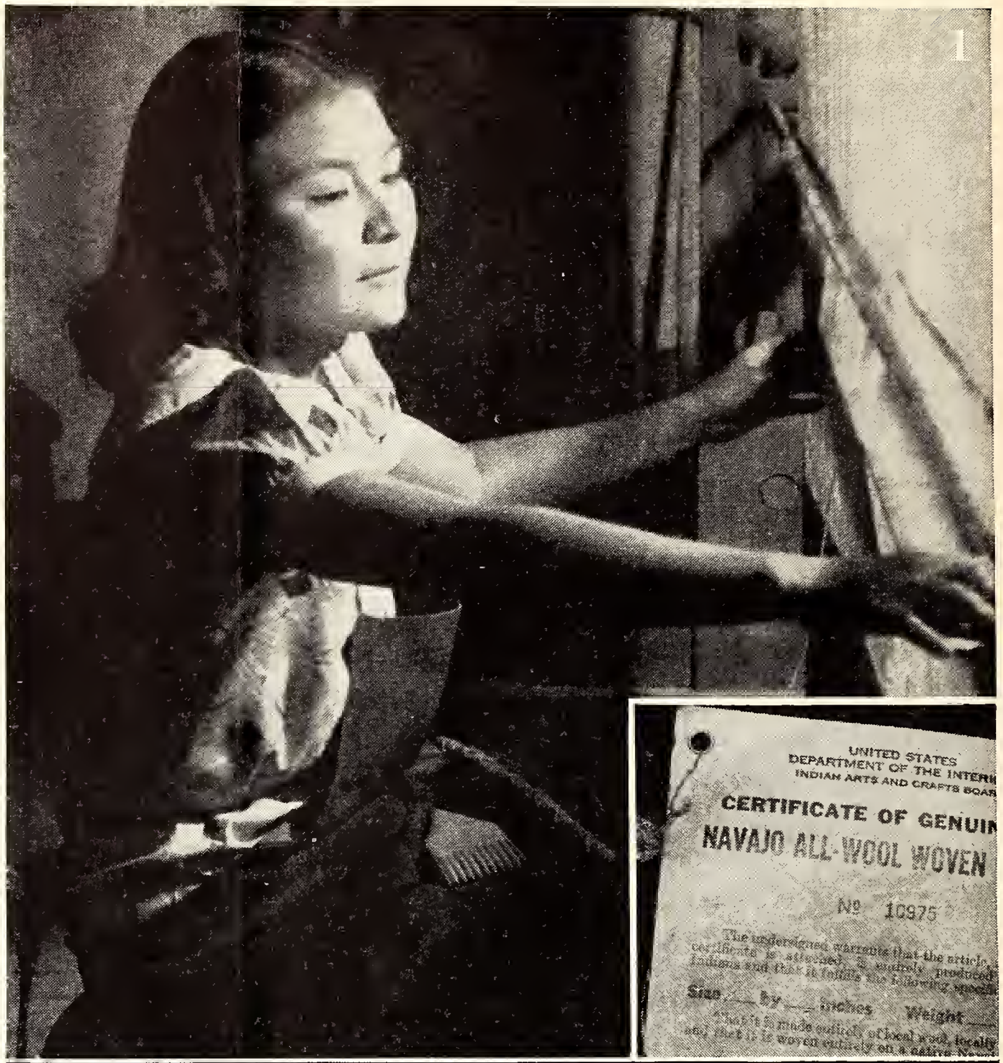

UNITED STATES
DEPARTMENT OF THE INTERI
INDIAN ARTS AND CRAFTS BOAR
CERTIFICATE OF GENUIN
NAVAJO ALL-WOOL WOVEN
№ 10975
Size ___ by ___ inches Weight ___

Standards for Consumers

BACK IN 1800, somebody in the Navy's purchasing office worried greatly that too much of the taxpayer's dollar was going for sizing and not enough for canvas when the Navy bought cloth for its sails. So he set up a standard to guard against the deception.

"The warp and filling," the standard said, "are to be wholly of good hatchelled flax and no part thereof of tow, and that there is no sizing to be used in the manufacture of cloth. But if it should be found indispensable that some kind of sizing should be used, then to guard the public from the evil of paying for what would be of no use, the Navy may have the sizing washed out of one bolt, weighing the bolt before and after this operation, and the weight lost by this process shall be deducted from each bolt delivered to ascertain the true weight to be paid for by the public. It is also agreed . . . that the warp and filling are to be as near the same size as practicable."

That was before the days of informative labeling and Government laboratories to check the goods purchased with the taxpayers' dollars. Since then, standards and buying by specification have come a long way.

THE RECORD OF STANDARDIZATION WORK done by Government, industry, and organized consumers is comprehensively told in a 433-page report prepared under the general supervision of the Consumers' Counsel Division and issued by the Temporary National Economic Committee. The title of this book is "Consumer Standards." Copies may be purchased for $1.00 from the Superintendent of Documents, Washington, D. C.

Here, for the first time, you can read the story of standards work being done in scattered laboratories in Washington and elsewhere, what has been accomplished, and what is promised for the future.

Forty-six different Federal Government offices today are concerned with the establishment or use of standards—whether they be for baby incubators or mining techniques.

Some set up specifications for the things they buy themselves—typewriters and airplanes and pencils and building materials and waste baskets.

Some are charged with protecting the consumer against misrepresentations about specific consumer goods. Some set up standards of safety as well as of quality of products.

Some agencies help to teach consumers how to be smarter buyers. Some do research in their own laboratories to determine the use values of goods which must underlie any quality standards.

YOU CAN'T PUT YOUR FINGER ON ONE Federal agency and say, "The Government does its standards work here," the way you might say the FBI is where you find the G-Men.

In the Department of Agriculture alone, 18 different agencies list on their official work sheets something on standards. The work they do ranges all the way from developing a standard method of mothproofing to passing on specifications for construction and operation of electrical generators.

Some of these agencies establish standards for use by buyers outside of Government. Apples, potatoes, and certain other fruits and vegetables are sold in wholesale markets on the basis of standards developed by the Agricultural Marketing Service; honey standards are developed by the Bureau of Entomology and Plant Quarantine.

Several Department bureaus work out standards to use themselves in carrying out their official assignments. The Soil Conservation Service uses heavy trucks, graders, tractors and other machinery in its work. It developed its own standards for these.

When loans go out to farm consumers, for equipment and supplies, the Department

Here's a book that pulls together the record of beginnings which Government, industry, and consumers have made in developing a language for buyers and sellers

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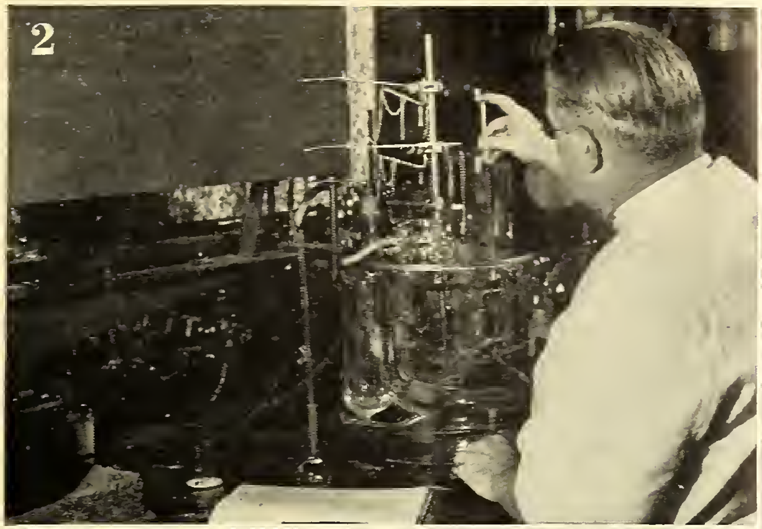

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Are on the March

agency making the loan wants to be sure its money is not invested in a tin-plated tractor or broken-down dairy equipment. So the Farm Security Administration and the Rural Electrification Administration — both of which make loans to farm consumers—have either established or adopted existing standards for things like electric cables, plows, low-cost farm homes, and transformers whose price tags may run into the thousands.

Research of many agencies is later used as the basis for specifications. For example, there is the research of the Bureau of Home Economics on textiles and household equipment; and in the Forest Service on lumber and construction methods. Facts discovered in this research provide a basis for defining products and grades.

Outside laboratories very often use test methods developed within Government for setting up a standard. The Bureau of Dairy Industry, for one, has evolved tests to be used in establishing standards of sanitation to govern the control of milk distribution by cities.

Many county, local, and State governments do their own standards work, or use standards and specifications already tested by industry and the Federal Government. Often there is confusion and contradiction between standards of different government agencies. In other instances these agencies have agreed on a "standard" standard.

(*Concluded on page ten*)

1 Congressional law givers have seen to it that the centuries-old handicraft skills of the American Indian are not usurped by impostors. The Indian Arts and Crafts Board of the Department of Interior tags every Indian-made article as meeting standards of authenticity.

2 It takes this kind of complicated test to determine what some drug standards should be. Among the jobs of Food and Drug Administration officials is that of defining standards of purity and safety for many common and uncommon drugs, and regularly testing drugs that sell across State lines to see if they meet the standards.

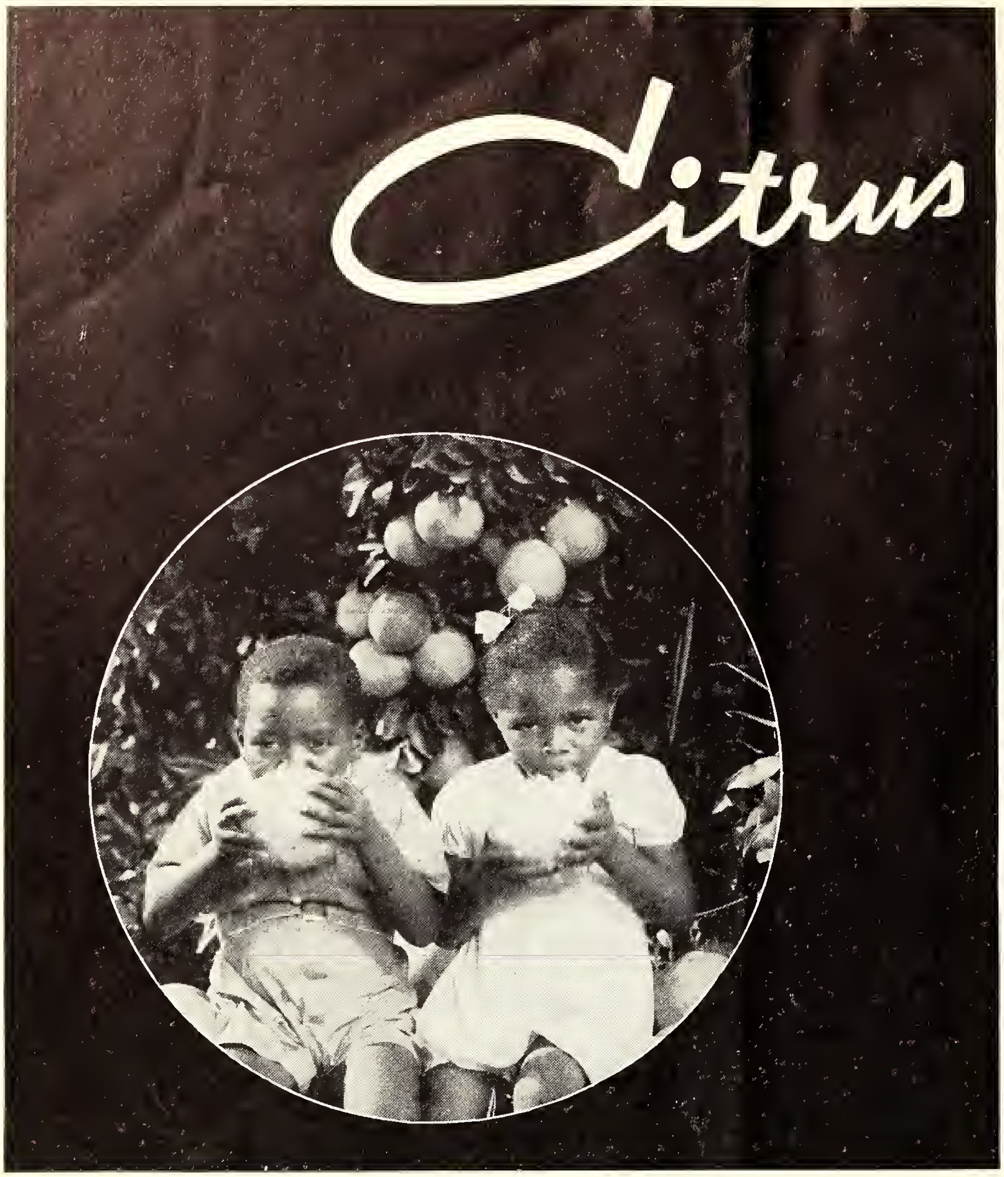
3 Country water is posted as safe in many States after being tested for standards of purity. Domestic water supplies likewise are standardized through local and State legislation. Look up your local health regulations to see how the water you drink is kept safe.

4 Most everything the Government buys, even rags, is advertised and bid for on the basis of specifications. This is to guarantee that the taxpayer's dollar buys 100 cents' worth. When the taxpayer makes purchases of his own, he usually has no such assurance of quality.

Citrus Saga

PART V

Winding now to a close, this tale of Vitamin-C-rich fruits which started with Columbus ends in the millions of cans into which citrus products now pour each year*



HOW DOES a man know it's 1941?

By looking at the calendar, by adding his age to the year of his birth, by remembering that last year was 1940?

Maybe. But suppose a man should stop short on the street thinking it isn't 1941, it's really 1921, and I'm just dreaming that it's 1941. Boy, he would say to himself, what a dream! Then he would look around him relieved, but that would last for just one second. In a flash he would see that it couldn't be 1921.

There would be too many 1941 things on display. Tricky traffic lights, radios in cars, neon lights, parking lots, picture magazines on the newsstands. List them yourself. Take a pencil and write down everything you see or do or know about that is distinctly 1941 and positively not 1921.

Finally, you will come to canned citrus. In the 1939–40 citrus season, 16.3 million of the 35 million or so boxes of grapefruit harvested during the year went into cans. About half the grapefruit harvested was canned.

That didn't happen all at once in 1939–40, it's been happening since 1921 when the first carload of canned grapefruit rolled north. But now it has happened.

The men in the citrus industry regard what's happened as pretty important.

Right off they wonder what effect canned citrus is going to have on the demand for fresh citrus.

Naturally an industry that's been geared to selling its fruit fresh is likely to be uneasy of a development that might change its underpinnings.

But when they aren't considering the possible disadvantages of the rising flood of canned citrus, they note some other consequences. It makes available to consumers a larger total of citrus than could otherwise get to market.

Question occurs here: What prevents citrus fruit from getting to market?

At least 3 things: It frequently doesn't pay to ship the lower grades of fruit to market. The prices they bring won't cover the cost of shipping. At all times there are usually bottom grades of fruit that won't pay their way to town. When consumers lose their jobs and can't afford citrus fruit, citrus fruit prices drop and farmers discover that even the better grades of citrus fruit can't pay their passage consumerward.

Then there's always fruit that's too ripe or that has something else slightly wrong with it so that it won't stand up the 2 or 3 weeks it takes to get it to a consumer.

Before citrus canning appeared, large quantities of good fruit dropped to the ground during the growing period and rotted. Now much of this fruit is picked before it drops and put into cans. Starting first as a salvage operation, canning has become a most important outlet for the fruit and source of supply for consumers.

MARKET CONTROL, A DEVICE DESIGNED TO insure higher returns for producers and continuous supplies for consumers, right now prevents all Florida oranges and grapefruit that fall below the No. 2 grade from being shipped outside the State. (Sometimes No. 2 russets are also barred.) A limitation on the amount of fruit shipped to market from California keeps some fruit there off the national markets.

When wheat is not eaten in one year, it can be held over for the next year. It used to be in the citrus industry that if citrus

*Earlier installments of this series appeared in these issues of CONSUMERS' GUIDE: *January 15, February 1, February 15, and March 1, 1941.*

wasn't sold right after it was picked (it will keep 6 to 8 months on the tree), it was never sold. Now that's changed. Processing citrus fruit permits it to be stored after it is picked and sold when there's a demand for it.

Canned citrus means for one thing that consumers get a chance to eat vast quantities of citrus fruit that might otherwise be wasted. That's important; that means increased supplies of citrus for consumers. It also means that fruit, now being produced in larger quantities than can be sold fresh, that might have been a total loss to growers, pays its own way.

Canned grapefruit segments you know about. Canned grapefruit juice is no stranger to you. You've seen the so-called dairy orange juice. Then there's canned lemon and orange juice, frozen orange juice, citrus juice concentrates first put up for the beverage industries but now sold in cans for consumers, too. Citrus vinegars are available for gourmets; citrus wines, cordials, and brandies are appearing on the market. Marmalades have been a treat for years, but now comes citrus jelly. Orange butter, another new product, is being groomed as a bread spread for children; candied citrus peel continues to be a citrus staple.

Pectin, the substance in fruits that makes them jell, is a booming citrus product. Confectioners use several hundred thousand pounds of it a year to make the candies called jelly pieces; drug and cosmetic manufacturers use it in lotions and emulsions to give them smoothness. Pectin products are also used in steel manufacture, and in the creaming of rubber latex. A more dramatic use of pectin occurs in operating rooms or dentists' chairs. Dentists saturate a plug of cotton with pectin to stop hemorrhages. Similarly, it is used to staunch the flow of blood in minor cuts, or abrasions, or nosebleeds. Dangerous operations are made less so by injections of pectin into the veins or arteries of persons who are about to undergo an operation. The injections speed up the rate with which blood coagulates and thus reduce the hazard of hemorrhage.

Citrin, a substance that is suspected of being a vitamin, is made from substances in orange peel. It already has some uses in clinics, and will probably be discovered to have other uses when more is found out about it.

Orange oils are used in perfumes, candies, and bakery goods. Citric acid has been compounded into drugs since days when apothecaries advertised their labors with colored bottles full of waters. It is even more widely used today as a constitutent in beverages. Sodium citrate, which is made in the plants that make citric acid, is used to prevent lumping in evaporated milk.

The peel and the pulp, that is, what's left after everything else of value has been extracted from citrus, is ground to be used either as feed for animals or fertilizer for fields.

While facts about the little known uses of citrus are curious and fascinating, so long as Americans need 70 percent more citrus fruit and tomatoes in their diets than they are getting now, people are likely to want to know specifically what's being done about that problem.

Citrus canning is important by that criterion. Canned peas, canned beans, canned milk are staples in the diets of families who frequently can't afford the fresh variety. Canned citrus is not that important yet. One study made recently in New York showed that the families that buy canned citrus are the families who can afford to buy and do buy fresh citrus, too. An earlier study made of citrus consumption by the Consumers' Counsel Division in 1936 revealed that in St. Louis and Baltimore, the most important reason families didn't use more canned citrus was that they couldn't afford more.

Just to show you where canned citrus got by last year, here are some statistics on the 1939–40 season.

Altogether some 96 million No. 2 cans of grapefruit segments were put up.

Grapefruit juice was squeezed into the equivalent of some 264 million No. 2 cans.

The equivalent of 86 million No. 2 cans were filled with orange juice; some 34 million No. 2 cans of combination orange and grapefruit juice were packed; about 2½ million No. 2 cans of lemon juice were packed; about 48 thousand cans of orange segments were put on the market; and about 2 million No. 2 cans of citrus salad were put up.

Citrus was late getting into cans, and for that matter the trick of canning orange segments hasn't been solved yet. Canned or put up in glass jars, citrus juice deteriorated before it could be got to consumers. Canning citrus segments was further complicated. Not only did the flavor deteriorate when it was put up in cans, but the texture of the fruit would break down into mush. Orange segments still can't be canned without the segments becoming tough and tasteless, but the hump is passed so far as canned juice and canned grapefruit segments are concerned.

These processes won't preserve citrus in-

ALL CITRUS looks pretty much alike from the outside of a tin can. The way to know the quality of what's in the can is to buy by Government grade. Citrus products are included among the canned foods that are being packed under the new system of continuous inspection by experts of the Agricultural Marketing Service. Such cans bear an official seal and a certified U. S. grade.

U. S. GRADE A FANCY THIS GRADE OFFICIALLY CERTIFIED BY THE U S DEPT OF AGRICULTURE
U.S. GRADE LABELED CANNED FOODS CONSUMER ACCEPTANCE STUDY
IN COOPERATION WITH UNITED STATES DEPARTMENT OF AGRICULTURE AND THE HOMEMAKERS SECTION D.C. HOME ECONOMICS ASSOCIATION
U. S. GRADE A FANCY THIS GRADE OFFICIALLY CERTIFIED BY THE U S DEPT OF AGRICULTURE
PACKED UNDER CONTINUOUS INSPECTION OF THE AGRICULTURAL MARKETING SERVICE OF THE U. S. DEPT AGRICULTURE
GOOD FOOD

definitely even now; deterioration still sets in after a year. For this reason some canned citrus labels tell you the season in which the citrus was packed so consumers can be warned against over-age products.

The only accurate way to buy economically is, of course, to buy by Government grade. There are now Government grades for canned grapefruit, canned grapefruit juice, and canned orange juice. For a description of these grades you can look up the February 15, 1941, issue of the CONSUMERS' GUIDE.

Besides knowing the grade of the canned citrus you are buying, you should also know the season it was packed in. Then you would get better tasting citrus if you could persuade your grocer to keep the cans in the refrigerator instead of on the shelves. Once you get it home, it's also a good idea that you keep it in the ice box instead of in the pantry. Then just before you drink canned citrus juice, try restoring the air that was originally forced out of it. You do this by pouring the juice back and forth between 2 glasses or by stirring with an egg-beater.

It isn't very easy to set up a standard of comparison between canned citrus and fresh citrus but these jottings may be useful.

First, canned citrus has about 80 to 90 percent of the vitamin strength (ascorbic acid) of the fresh fruit.

A No. 2 can of grapefuit segments is the equivalent of 2 average sized grapefruit (No. 70).

Ten ounces of canned orange juice is the equivalent of 4 average sized oranges (No. 200).

Ten ounces of lemon juice is the equivalent of 9 average sized lemons (No. 360).

A No. 2 can of grapefruit juice contains as much juice as 3 average sized grapefruit (No. 70).

WHILE FRESH CITRUS continues to go directly to market, increasing quantities are detouring through citrus factories, where juice is canned, and oil and pectin are extracted. Citrus industry products find uses on consumers' tables, in pharmaceutical supplies, bakeries, candy factories, and in other food industries.

STANDARDS FOR CONSUMERS

(Concluded from page seven)

There are several classic examples of how a city purchasing commission was able to save by standardizing on certain purchases. New York City is cutting the number of its printed forms used for official business from 15,000 to 5,000 and expects to save $200,000 a year as a result. Milwaukee cut its soap costs 75 percent by buying by specification instead of by brand or trade name. Ohio put $2,000,000 back into its coffers by insisting on bona fide competitive bidding according to specifications last year.

Business has long maintained its own laboratories and trade associations to build up a structure of standards which it uses for its own buying and selling. Seldom do these standards carry through to consumers.

A few consumer groups have established their own laboratories and reporting agencies to help them make their dollars go further. For these, standards of quality and performance are set up by laboratory test, and various brands are then measured against this scientific yardstick.

This all sounds as if the standards job were done. Actually, it is only a beginning. Most buyers and sellers still talk languages that neither of them understands. The job that standards have to do is to provide a common language. The buyers who need such a language most are consumers.

How to get standards that carry through to consumers is the problem. There must be basic research on the use value of goods, what is expected of them, what materials and construction will give those results. Then there has to be agreement on the kind of standard consumers need most. Should it be a performance standard, a quality standard, a safety standard, a construction standard? Which of these is most important, which is attainable? Or should the ultimate consumer standard be based on a combination of these? The answer varies with different products.

After that there must be decision on a standard way to identify standards. Shall it be by Good, Better, Best? Or by A, B, C? What should labels say? Even when standards are agreed upon, consumers have to be helped in understanding and using them.

That's the future of standards. The present is told in this volume. Here you can learn what has been done so far. For students of standards—or for those consumers who have a hobby interest in the subject—"Consumer Standards" should be something of a landmark in the consumer movement.

Milk Glossary for Consumers

PART XI

Putting more meaning into the words consumers use when they work to get more milk to more consumers*

IT SURE WAS A TOUGH DAY FOR US BACTERIA WHEN THEY THOUGHT UP HOW TO PASTEURIZE MILK!
MILK

REQUIREMENTS. While the food values of milk can be got from other foods, they cannot be got so readily or economically as in milk. For this reason, nutritionists think it is desirable for people to get these amounts of milk every day: a growing child, ¾ to 1 quart; an expectant or nursing mother, 1 quart; other family members, 1 pint or more. Milk, of course, can be had in different forms: as fluid whole or skim milk, buttermilk, evaporated milk, dry milk, cheese. (See Equivalents.) Consult a pediatrician for appropriate milk to be given infants after weaning or to infants who are artificially fed.

Nutritionists of international reputation think we would do well if we doubled our present consumption of dairy products.

RESALE PRICE. The price at which a distributor sells milk, whether at wholesale to stores, restaurants, etc., and at retail to consumers.

Marketing agreements and market orders issued under the authority of the Federal Market Agreement Act do not fix the resale price of milk. Some State laws give to State Milk Boards the power to fix resale prices. Sometimes State regulations discriminate against certain types of resale business. For instance, in some areas, dealers are required to sell milk through stores at the same price as that charged for milk delivered to homes. In some areas, dealers are not permitted to sell milk in large containers.

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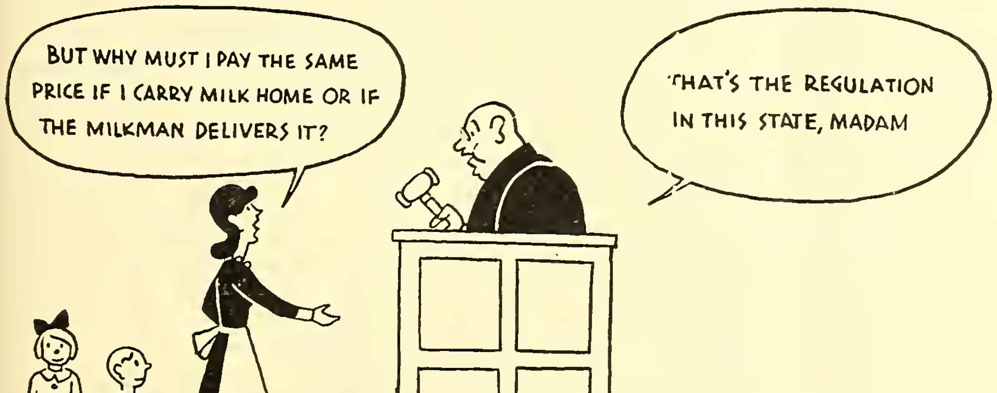
SANITATION. Dictionaries say, rather unrevealingly, that sanitation is the use of sanitary measures. When you track down "sanitary," you find that sanitary measures are those that have to do with the preservation or restoration of health.

Sanitary milk is healthful milk. Milk sanitation is the technique of providing healthful milk.

In the fairly short history of milk sanitation, regulations that were originally intended to protect the public health against harmful bacteria have sometimes evolved into possible or actual threats to public health by making safe milk unnecessarily expensive and so beyond the reach of people who need more of it.

Milk is not only an excellent food for humans; it is an excellent food for some kinds of disease-bearing bacteria. That's why the sanitary control of milk is absolutely essential. Among the diseases that can be transmitted by milk are tuberculosis, typhoid fever, scarlet fever, diphtheria, septic sore throat, and undulant fever. How tight and meticulous sanitary control must be in order to protect consumers from milk-borne diseases is something for scientists, tinged with a knowledge and interest in economics, to work out along with consumers and producers.


BUT WHY MUST I PAY THE SAME PRICE IF I CARRY MILK HOME OR IF THE MILKMAN DELIVERS IT?
THAT'S THE REGULATION IN THIS STATE, MADAM

Long before people knew that milk could spread diseases, and long before people knew how to prevent milk from spreading them, sanitary regulations were passed to clean up some unsavory practices in the selling of milk.

In the 1850's, the inhabitants of New York and Boston got some of their milk from cows quartered right in the city. These cows, according to reports of those days, were frequently fed on wastes from distilleries. Cows were kept in indoor stables, too often not cleaned out, where little sunlight could reach.

Science hadn't advanced far enough to explain precisely why these conditions were bad, but people instinctively knew that they were. In 1859, the State of Massachusetts passed a law forbidding the feeding of distillery wastes to cows. Other States and cities followed suit.

Investigations by the great French scientist, Louis Pasteur (1822–1895), showed the relation between bacteria and disease, and in 1886 a chemist named Soxhlet began to urge that all milk fed to infants should be pasteurized.

Seven years later, while the milk trade hooted in derision, pasteurized milk began to be distributed to poor children in New York. At the time, it should be noted some milk dealers were doing something very like pasteurization to their milk, not for health's sake, but to improve the keeping quality of their milk. By 1912, many of the scoffers had fallen in line and the present pattern for sanitary milk regulations had been written into the laws of many cities, counties, and States.

Serious outbreaks of milk-borne diseases are very rare these days, but the United States Public Health Service continues to re-

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**Earlier installments of this series appeared in the August, October 1, October 15, November 1, December 2, December 16, 1940, January 15, February 1, February 15, and March 1, 1941 issues.*

ceive reports each year of 30 to 50 light cases in different localities. Outbreaks today occur only as the result of using raw milk or improperly pasteurized milk.

State, county, and city laws and ordinances which provide for the protection of consumers against unhealthful milk, not only describe conditions under which milk must be produced and processed, but also provide for inspection to insure these conditions are observed. A study made by the Bureau of Agricultural Economics, U. S. Department of Agriculture, on "Barriers to Internal Trade in Farm Products," shows how these laws and ordinances, conceived as sanitary measures, can be used to make the sale of milk difficult and expensive.

Says this publication: "Some areas have constantly raised their standards for the production of fluid milk. In any given case it would be impossible to tell in what degree this resulted from attempts to exclude outside milk or from a sincere desire to improve the quality of the product. . . . It is at least arguable that health protection beyond a certain degree may cost more than it is worth. Sanitary experts are loath to concede that there can be too much regulation in the interest of protecting health. Yet a common sense view may hold otherwise on occasion. When it is found, for example, that refinements of regulatory procedure cause milk to sell regularly at one and 2 cents a quart more than in nearby well-regulated cities . . . the ordinary consumer may wonder if this additional item of protection is fully justified in terms of public health."

A press release of the United States Department of Justice (July 7, 1938) says this:

". . . A frequent method of erecting such a (trade) barrier was by limiting the number of farms which could be inspected and certified by the health authorities in a given milk shed. In some cases, municipal ordinances prevented farmers located beyond an arbitrarily selected area from obtaining licenses to ship milk to the city in question. More often, however, . . . the area in which farms could be inspected was left to the sole and uncontrolled discretion of the health authorities. This resulted in a condition under which farmers able to supply milk of the required grade were denied a market under ordinances ostensibly directed at sanitation.

DAIRY
STEP RIGHT UP LADIES AND GENTLEMEN! HERE'S YOUR SKIM MILK FREE!

"This development gave local boards of health not only sanitary control over the quality of milk, but economic control over the price of milk, because they regulated the supply. . . ."

Economic critics of sanitary regulations of milk say that there are now 2 cows in each stall: The cow that gives the milk, and a sacred cow which represents health regulations that one dare not criticize.

The time has come, they say, to stop looking at sanitary regulations as if they were something unapproachable, and to find out how much of them provide desirable protection of public health and how much hamper the protection of public health.

SHED. The vicinity around a city from which its milk supplies are drawn. As distances from a city increase, the cost of hauling increases. This cost sometimes determines the extent of a milk shed. In most cities, however, the boundaries of milk sheds are artificially drawn by city or State laws or regulations governing the inspection of farms. These laws or regulations may provide that no milk may be sold in a city which comes from a farm which has not been inspected by the city's health department. City health departments are sometimes jealous of their jurisdictional authority. Farms which a city refuses to inspect, for any number of reasons, fall outside its milk shed.

While the primary purpose of such laws and regulations is to protect the health of consumers of milk, they may also have the effect of discriminating between producers, favoring some over others, and may work hardships on consumers. By excluding some farmers who have milk which is as pure as the milk received from approved farms, the supply which a city might use may be kept down and the price to consumers may be kept unnecessarily high.

A remedy for this situation that has been advanced is to encourage all cities to adopt the Standard Milk Ordinance and then to provide Federal-State inspection of farms. This Federal-State inspection would take the place of the inspection by local health departments. Standards of Federal-State inspection would be uniform, and a city health department could then admit milk from any farm which obtained approval of the Federal-State inspector, wherever the farm was located. Obviously, milk from farms too far away to make the hauling of milk economically feasible would not be able to compete with milk from more advantageously located farms.

SKIM MILK (fluid). Fluid milk from which the fat has been separated. A by-product in the manufacture of cream, butter, and other dairy products, skim milk is a valuable food containing riboflavin (Vitamin G) and a large proportion of the other milk nutrients except fat, namely: the milk proteins, the milk minerals, and the milk sugar.

While it is used to some extent in the manufacture of chocolate flavored drinks and buttermilk, and in powdered form, little skim milk is consumed directly by human beings as food. Most of the skim milk that is used and not wasted is fed to animals.

Skim milk may sometimes be purchased directly from dairies at considerably less

WE CAN AFFORD MILK & AND ALL THE SERVICE FRILLS
WE CAN AFFORD MILK BUT NONE OF THE SERVICE FRILLS
WE CANT AFFORD EITHER MILK OR SERVICE FRILLS

WE ACCEPT ALL MILK THAT MEETS THE STANDARD ORDINANCE
SEE! I'M IN LUCK— I CAN SELL TO EITHER CITY
WE ACCEPT ALL MILK THAT MEETS THE STANDARD ORDINANCE

than the cost of whole fluid milk. Milk consumers in the District of Columbia, bargaining collectively with one dairy, have been enabled to purchase skim milk, delivered to their homes, for 5 cents a quart. In other cities, skim milk is for sale at the pasteurization plant for as little as 10 cents a gallon. In one city at least, a dairy gives it away to customers and needy families if they will come and get it.

It is urgently recommended to families with low incomes. It is also recommended to adults on reducing diets, since it is a low calorie food which supplies calcium and phosphorus, needed in building and maintaining strong bones and teeth.

One quart of fluid skim milk plus an ounce and a half of butter gives approximately the same nutrients obtained from a quart of whole milk.

SPREAD. (See also Distributor.) The difference between the price the distributor pays the farmer for milk and the price he charges the consumer for it.

In considering the milk spread, consumers should remember that it is not synonymous with profit. Included in the spread are costs of processing, pasteurizing, bottling, delivering, and collection. It must also pay the overhead costs of a dairy, the wages and salaries of its employees, the cost of advertising.

To determine whether or not a particular spread is justified, many questions have to be answered, and none of them can be answered accurately without access to books and records. Even then it takes an expert accountant to find out whether conditions such as these exist:

(1) expenses for uneconomic activities;

(2) costs inflated by inefficient operations;

(3) excessive charges for particular activities—salaries, real estate operations, interest;

(4) a high rate of profit after all charges have been deducted.

There is one other important fact consumers should remember about spreads. Even where a particular dairy, or all the dairies in a particular city, can prove that every expense item in the spread is an actual cost, this in itself proves nothing one way or the other about the efficiency of milk distribution.

A milk distributor may lose money delivering milk to consumers and still not be giving consumers any bargain. That is to say, it isn't the consumer's responsibility particularly to be the public auditor of milk company profits; it is the consumer's responsibility to examine the milk distribution system with an eye to discovering the most efficient possible method of getting milk to the people who need milk.

STANDARD MILK ORDINANCE. A model milk ordinance which is recommended for adoption in States, counties, and cities by the United States Public Health Service. Drafted by experts in consultation with the Public Health Service and the United States Department of Agriculture, the law is designed to give communities pure, safe milk at reasonable cost.

It is also intended to introduce uniformity in sanitary regulations affecting milk.

The ordinance has now been adopted in more than 2,300 cities and towns in 34 States. When inspection under the ordinance is uniformly satisfactory and uniformly accepted, the advantages of a standard ordinance are:

(1) It insures a pasteurized milk supply that is safe and a raw milk supply that is as safe as raw milk can practicably be made, short of pasteurization or boiling.

(2) In case of emergency, a city operating under the Standard Milk Ordinance may get milk from a nearby city operating under the same law just as safe as its regular supply.

(3) It permits farmers producing milk which conforms to the Standard Milk Ordinance requirements to sell it without hindrance, in more than one milk shed.

(4) It tends to reduce the barriers impeding free commerce in dairy products and to improve competition.

In general, the Standard Milk Ordinance defines the conditions under which milk is produced on the farm and the conditions for handling and processing it.

It establishes safe standards of sanitation and penalizes milk that fails to measure up to those standards. Finally, it lays down standards for regular inspection of dairies and farms, and laboratory examination of milk to insure that it meets the sanitary standards.

STORE PRICE. When consumers have their milk delivered to their door, a pint, a quart, or 2 quarts at a time, and pay for it at the end of the month by courtesy of a charge account, they are buying more than milk; they are also purchasing special retail delivery services, credit, and they are maintaining an expensive collection apparatus.

Recognizing this fact, dairies in some cities charge different prices for their milk; the home delivery price, a store price, and a cash-and-carry price.

The store price should be lower than the home delivery price because milk may be delivered in wholesale quantities to stores, cutting out the cost of having a milkman run up and down each milk consumer's doorstep with a bottle of milk. Credit and collection costs in the case of wholesale deliveries are cheaper, too, than in home delivery.

The difference in price between the home delivered price and the store price is called the store differential. A store differential doesn't exist in all cities, but it should because store delivered milk is cheaper for the dairies to handle.

Of course, some consumers have charge accounts at their grocery stores, and some of them have their grocers deliver their milk along with their other purchases. Not all store prices are cash-and-carry prices.

Presumably, if consumers went to stores selling milk and cash-and-carried it home, they could get it even cheaper. In fact, in some cities there are milk distributors who sell milk at prices below the store price because when consumers pay cash and carry milk home further substantial economies are possible.

SURPLUS. Dictionaries say a surplus is "that which remains when use or need is satisfied."

"Satisfying a use or need," however, may mean anything, and the result is that "surplus" can mean, and very often does mean, very different things.

When people talk about milk, surplus usually has one of 5 meanings.

The first meaning is one most consumers have in mind, unless they have dug into the problems of milk production and sale. Here surplus describes a condition where more milk is produced than is needed or than can be used. That might mean more milk is produced in a milk shed than can be consumed by the people in a milk market (or city); or it might mean more milk is produced in the whole country than can be consumed by all of us. Actually, this country has never produced that kind of milk surplus and probably no milk shed has either. In this sense, the belief in a surplus might be called a popular superstition.

Expert nutritionists who have studied the diets of American families (see "Are We Well Fed?" Miscellaneous Publication No. 430, for sale from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 15 cents) tell us this: If everyone, not now getting a diet on the safe side, were to get that kind of diet, we'd need at least 10 to 20 percent more milk, 10 to 25 percent more butter. In fact, "we in this country would do well to use twice the quantity of dairy products now consumed, according to recognized experts in the field of nutrition."

Of course, in our country our system of producing and selling is not geared to what people can or should use, but to what people can and will buy. So, forgetting the first definition of surplus, the question is: Do we have more milk than can be sold? If we do, then there's another kind of surplus.

Not all the milk nutrients that are produced are actually offered for sale. Much of the skim milk, which is a by-product of cream- and butter-making, and of whey, which is a by-product of cheese-making, is wasted or fed to animals. Humans could make good use of these highly nutritive by-products, but very little is offered to them at any price.

Barring these, however, all the milk that comes to market is sold in one form or another. While we do not have the kind of surplus that refers to unsaleable total supplies, there may be a surplus of fluid milk within an area from time to time which makes it necessary to manufacture part of the fluid milk into other dairy products. The second meaning of surplus, then, refers to various uses for milk. Commonly the price paid for milk depends, in part, on what use is to be made for the milk. The highest price goes for milk to be used in fluid form. Lower prices are usually paid for milk used in making cream, ice cream, butter, cheese, evaporated and condensed milk, powdered milk. Frequently, people lump together all this latter milk and call it surplus.

When used in this special sense, however, surplus milk may still have different meanings.

For example, surplus milk sometimes refers to a portion of the milk that is paid for under the base-surplus plan (see Base-Surplus Plan). Here any milk a farmer delivers in excess of his base (the amount of milk he may sell at fluid milk prices), and is paid for at the lower (surplus) price, is called surplus milk.

Another meaning arises out of the fact that there is a seasonal fluctuation in the production of milk while the consumption of fluid whole milk remains fairly steady throughout the year. The production of milk is an incident to the birthing of calves, and thus milk production rises and falls in a biological cycle. Seasons, too, which make pastures green in the summer and bare in the winter, affect the production of milk.

To keep a city dairy supplied with the fluid milk it wants to sell to its customers, it is necessary to arrange for a steady minimum supply. To be sure of this minimum supply in months when production is low, dairies agree to accept more than the minimum when production is high. This seasonal excess of fluid milk over fluid-milk requirements is known as surplus, too. Sometimes it is also called the market reserve. No milk is wasted for, if it is not sold as fluid milk, it is made into butter, cheese, ice cream, or some other dairy product.

Even if ways were found to increase the availability of fluid milk to families that cannot now afford sufficient fluid milk, there would still be surplus milk problems arising out of seasonal variations in production and from the day-to-day variations in consumption.

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"Out in Ohio, a survey was made last year among rural families in one community to see how many of them produced enough of their own food to supply their needs. Only half of them produced enough milk for themselves; only one out of 10 put up enough vegetables to meet their winter needs. In fine dairy sections like New York, you find many farm families who don't keep enough milk for their own use. Why farm people should go without adequate diets when they can raise food just a few steps from their own back door is more than I can see."

Claude R. Wichard,
Secretary of Agriculture.

CONSUMERS' BOOKSHELF

ADEQUACY OF LABELING CERTAIN TEXTILE FABRICS WITH REGARD TO FIBER CONTENT, by Hazel Fletcher and Lois Dennhardt. Reprint from the Journal of Agricultural Research, Vol. 58, No. 12, June 15, 1939, pp. 895–903. Address: Department of Home Economics, Kansas State College, Manhattan, Kans. Free. Of the 133 fabrics of one kind of fiber analyzed in this study 57 were labeled, and of these 40.4 percent were accurately labeled. Of the 79 fabrics of which store clerks gave information, the facts given were accurate in 31.6 percent cases. Of the 135 mixed fabrics examined, only 34 were labeled as to fiber content and none of those labels were completely accurate. Of the answers to questions given by clerks on 110 mixed fabrics, 8.2 percent were accurate, 85.4 percent partially accurate, and 6.4 percent wrong.

RUBBER: HISTORY, PRODUCTION AND MANUFACTURE, by P. W. Barker. U. S. Department of Commerce, Trade Promotion Series No. 209. 1940, pp. 47, illus. Address: Superintendent of Documents, Washington, D. C. 10 cents. Considers the chemical and physical properties of rubber. Describes the history, production, manufacturing processes, position of the industry in the United States and abroad, and experiments with governmental price controls. Discusses reclaimed and synthetic rubber, and rubber derivatives. Bibliography.

PLUMBING AND PUBLIC HEALTH, by Arthur B. Conkright and Arthur P. Miller. Public Health Bulletin No. 256. 1940, pp. 118, illus. Address: Superintendent of Documents, Washington, D. C. 30 cents. A study of water-borne diseases, especially those which are sometimes traced to faulty plumbing. Presents a digest of the other organizations conducting research on corrective and preventative measures. Contains a report of a survey of plumbing in Federal buildings in New York and Detroit. Bibliography.

FARM FENCES, by M. A. R. Kelley, U. S. Bureau of Agricultural Chemistry and Engineering. Farmers' Bulletin No. 1832. 1940, pp. 58, illus. Address: Superintendent of Documents, Washington, D. C. 10 cents. Discusses types of fences, fence posts, gates and entrances; their cost, construction and maintenance.

ROOFING IN THE UNITED STATES—RESULTS OF A QUESTIONNAIRE, by Leo J. Waldron and Hubert R. Snoke. National Bureau of Standards, Building Materials and Structures Report BMS 57. 1940, pp. 7. Address: Superintendent of Documents, Washington, D. C. 10 cents. Summarizes the results of a questionnaire covering the types and durability of roofing materials used, and those unsuited for use or restricted by local regulation from use in different geographical areas of the United States. Also considers customary construction practices, causes for roofing failures and the extent to which new types of roofing materials are being used.

THE PROBLEM OF COOPERATIVE MEDICINE, by V. J. Tereshtenko. Part I of Studies in the Field of Cooperative Medicine. 1940, pp. 78. Address: Cooperative Project, Work Projects Administration, 625 Madison Ave., New York, N. Y. Free. Explains the concepts, gives basic data on cooperative health associations in the United States and abroad, and analyzes views for and against cooperative medicine.

A PROGRAM FOR THE PRESENTATION OF CONSUMPTION MATERIAL IN GRADES EIGHT TO TWELVE. 1940, pp. 16, mimeo. Address: Proctor W. Maynard, Ishpeming High School, Ishpeming, Mich. 15 cents. Suggests on the basis of fifty-eight major consumer education topics. certain aspects of consumption which might be taught in existing courses of the high school curriculum. This plan was prepared with a view for its use in the Ishpeming Public Schools. The underlying philosophy, objectives and approaches to the areas of consumption are briefly discussed.

CONSUMER ECONOMICS; AN ACTIVITY GUIDEBOOK FOR HIGH SCHOOL STUDENTS, by Herman Gall. 1940, pp. 221, mimeo. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. 75 cents. Outlines activities and projects for individual students and for group participation. Subjects included are advertising, insurance, prices, money management, consumer credit, general buying problems, buying guides, agencies that help the consumer, housing, health, and consumers' cooperation. Suggestions for teaching the course, pre-tests for the students, and references, are given.

TEACHING CONSERVATION IN ELEMENTARY SCHOOLS, by Effie G. Bathurst, Senior Specialist in Curricular Problems, U. S. Office of Education, Bulletin No. 14. 1938, pp. 125. Address: Superintendent of Documents, Washington, D. C. 20 cents. An analysis of methods used by teachers of conservation. Includes illustrative examples of procedures at various educational levels.

TOMORROW'S CITIZEN. 1940, pp. 31, mimeo. Address: American Association of University Women, 1634 Eye Street, N.W., Washington, D. C. 25 cents. This bulletin gives a description of an exhibit on the social and civic problems of Washington, D. C., sponsored by the local branch of the American Association of University Women. Gives general suggestions for the planning, design and building of exhibits. Also gives suggestions on committees needed to handle an exhibit, and on publicity. On page 13 there is a brief description of the consumers' section of the exhibit which was prepared by the Consumers' Counsel .Division.

ARE WE WELL FED? by Hazel K. Stiebeling, U. S. Bureau of Home Economics. U. S. Department of Agriculture Miscellaneous Publication No. 430. Address: Superintendent of Documents, Washington, D. C. 15 cents. A report on the diets of families in the United States based on an analysis of food consumption data collected in connection with the Consumer Purchases Study. Outlines the essentials of a good diet and compares the findings of the Consumer Purchases Study with such standards. Suggests procedures for insuring adequate diets.

CONSUMER KNOWLEDGE BUILDS DEFENSE. Consumer Division Bulletin No. 11. 1941, pp. 62. Address: Consumer Division, Office of Price Administration and Civilian Supply, Washington, D. C. Free. An annotated bibliography of free or inexpensive, nontechnical pamphlet materials of particular value to individual and consumer groups interested in relating their activities to National Defense. Lists many publications giving information on consumer goods and services and on the programs of governmental and other agencies rendering aids to the consumer.

THE SCHOOL CURRICULUM AND ECONOMIC IMPROVEMENT. A Progress Report of the First Year of an Experiment in Applied Economics, by Maurice F. Seay and Harold F. Clark. Bulletin of the Bureau of School Service, Vol. XIII, No. 1. 1940, pp. 121. Address: Bureau of School Service, College of Education, University of Kentucky, Lexington, Ky. 50 cents. Describes the objectives, methods, and procedures of an experiment in a group of one-teacher schools in selected communities of Kentucky to determine to what extent the diet practices of a community may be improved through the introduction of instructional materials concerning food and related topics into the elementary school program. Includes examples of the new instructional materials used. Bibliography.

THE FARMER'S SHARE OF THE CONSUMER'S FOOD DOLLAR, prepared by the Bureau of Agricultural Economics, U. S. Department of Agriculture, Washington, D. C. Leaflet No. 123. Revised 1940, pp. 6. Address: Superintendent of Documents, Washington, D. C. 5 cents. Considers the amount farmers receive of the prices paid by consumers for 58 major food items. Includes tables showing the amount spent by consumers and the amount received by farmers for these foods from 1913 through 1939. Compares the retail price with the price paid to farmers for 22 selected food products in 1939.

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CONSUMERS' GUIDE

APRIL 1, 1941 VOLUME VII, No. 13

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"STOP shouting at me."

"Who's shouting? I'm not. It's you."

"Who? Me?"

Fun, isn't it? But that's not the way you get things done. That's the way you get high blood pressure and the mumble-jumbles.

Probably you've noticed (or have you?) that some food processors and distributors and consumers *have* stopped shouting at each other. They are working together to get the Department of Agriculture's easy-to-read, easy-to-understand, useful A-B-C grades on more cans in more stores.

Maybe you're one of the many consumers who have recently noticed on the labels of canned fruits and vegetables not only a grade mark but also a legend that says "Recommended by the National Consumer-Retailer Council."

The NCRC is an organization whose membership is made up of other organizations—organizations of consumers and of retailers. It came into being to give consumers and retailers a chance to sit around a table (no shouting, please), to state their cases, and to come to an agreement about what is to be done to improve buying and selling practices. A major purpose is to improve the labeling of products.

One of the first groups of labels this organization set to work on was canned fruits and vegetables.

Labels on such products, said these retailers and consumers, first should tell what quality grade of product is inside the can. That is, they should be marked as grade A, or grade B, or grade C, depending on how the product measures up to the quality standards defined by the Agricultural Marketing Service of the U. S. Department of Agriculture. Then, in addition, labels should tell consumers about any defects in the product, the size of the product, the quality of the sirup (where it's packed in sirup), the number of servings in the can, and anything else that's relevant.

Six chain-store companies, including the largest in the country, have agreed to use the NCRC-recommended informative labels on some 25 different canned foods for an experimental period of 1 year.

The NCRC idea doesn't stop with drawing up blueprints for informative labels, or even with the approval of labels that meet NCRC specifications. The best label in the world, the NCRC suggests, is wasted effort if consumers don't understand why it is necessary and how it is useful.

Only one-half the NCRC program is accomplished when informative labels are put in the stores where consumers can use them. The other half of the job is getting consumers to use them and profit by them.

Since no one can be educated in the abstract, the NCRC plan calls for consumers to form local sponsoring committees in the cities where they live which undertake to tell other consumers in their cities what the informative labeling project is about.

The local sponsoring committees, with help from NCRC member organizations,

(1) find out what informative labeling is;

(2) ascertain why informative labeling is desirable;

(3) learn what the Department of Agriculture A-B-C grades are;

(4) ascertain how the U. S. Certified A-B-C labels work;

(5) inquire into what the Food, Drug, and Cosmetics law requires of food labels;

(6) discover what the NCRC-recommended informative labels are;

(7) determine whether foods carrying grade labels are available in town, and if so, at what stores;

(8) collect the kind of information the labels available in town give consumers.

Once the members of such sponsoring committees find the answers to all of these questions, they have the job of going back to their own organizations and passing along what they have learned.

The next steps depend on the ingenuity, the imagination, and the energy of the consumers in each city. To begin with, consumers get up exhibits right in the stores that use informative labeling. Informatively labeled cans are stacked up in a pile right next to a pile of canned food (of the same variety) that is not informatively labeled.

Placards tell shoppers how the sponsoring committee and the retailer are conducting an experiment. The placards describe the difference between informative labeling and noninformative labeling.

Consumers must buy one or the other and naturally the store operators note carefully which piles of food melt down faster.

The consumer sponsoring committee watches the piles of food, too, for the stores have only agreed to use the informative labels for an experimental period of 1 year. If consumers don't show any interest in having labels that tell them what they're buying, the experiment will come to an end.

Over the radio consumers interview retailers, each other, and government experts on the pros and cons of informative labeling. In the neighborhoods tasting parties and grading parties are held. At the parties consumers compare the price and quality of competitive foods themselves and grade foods themselves by the specifications of the Federal grading service. Where the parties are too large to be held in homes, they adjourn to the home economics laboratories in the high school. Consumers get up exhibits with charts they make themselves and with canned foods they borrow from the grocer. The Federal grader in the region is enlisted to put on a grading demonstration. Campaigns call consumers' attention to seasonal buys in canned foods.

One thing should be borne in mind about this experiment. Only 1 of the 6 grocery companies is actually giving the informative labeling and the A-B-C grades a complete trial. Five of the chains are not using Grade C. Only the A and B grades of canned foods are labeled informatively.

The chief advantage of A-B-C labeling is that it enables you to buy precisely the quality of food that is best and most economical for a particular purpose. For some purposes Grade C canned foods are as useful as Grade A, and, of course, the Grade C is considerably cheaper. Moreover, there are many families that can't afford to buy Grade A and Grade B foods. These families need the chance, too, to select their goods by grade.

●

PHOTOGRAPHS in this issue are by courtesy of: Farm Security Administration: top cover; pp. 3, 4, 5. Henry Geiger; p. 8, left.

Money for building this prefabricated house was advanced by the Farm Security Administration to house a farmer family, resettling near Pacolet, South Carolina.

Making Way For Defense ★★

DECEMBER 9, 1940, a car stirred up a cloud of dust along a dirt road leading to the Andrews' place outside Columbia in South Carolina.

Mrs. Andrews, trowel in hand, was prodding around the roots of the flowers beside the steps of the house. Mr. Andrews was down in the field tracking a mule through his field.

Mrs. Andrews wasn't expecting anyone so she didn't look up until she heard the brake pulled. Then she stood up, one hand on her hip, the other hand holding the trowel down, her face questioning and expectant as she waited for the stranger to approach.

"Mrs. Andrews?" he asked as he drew near her.

She nodded in answer to his question, and then after looking at him thoughfully for a moment an idea occurred to her.

"You're the Army man, aren't you?"

"Yes, mam," the man said. "I've got a notice to give you. It's a court notice. They call it a Notice of Taking."

Mrs. Andrews stared at the man as if she were seeing through him and beyond to the open fields. Then, suddenly, her eyes brightened and she smiled as she held out her hand for the paper he was offering her.

"We knew we had to give up this land. We saw it in the papers," Mrs. Andrews explained. "The neighbors have been talking about it, too. But it didn't seem real, until you came."

She took the paper gingerly. The notice that they must move. Suddenly, as if she must have help, she called her husband.

"John! John!" she cried.

Down in the field, Mr. Andrews turned slowly toward the house, not knowing what

It isn't the easiest thing to do—pack your duds in a hurry and move off land you've cared for and lived on—but thousands of farm families are doing it for defense. Farm Security Administration helps to make the move a little easier

IT ISN'T simple to move out of the way of defense. Farm families, caught in the complications of defense moving days, turn naturally to the Farm Security Administration representatives for advice on where to rebuild their lives in new localities.

MOVING suddenly takes money many farm families don't have. In the pinch, the Farm Security Administration makes moving loans to the defense refugees, arranges to board their livestock, and helps them auction their farm equipment, if necessary.

to make of the calls. When he realized that it wasn't some jay screaming in the woods but his wife calling, he threw the reins on the mule and half ran across the ploughed ground and up to the steps of the house.

Coming to a stop and breathing hard, he looked at his wife and then at the stranger.

"I'm from the U. S. Marshal's office," the man said, holding out his hand. "You're Mr. Andrews, I guess?"

Mr. Andrews pushed his hat off his head and took the man's hand.

"Right," he said.

"Your wife told me," the stranger explained, "you already know how the Army is going to need the land around here for a training camp."

"Yes," Mr. Andrews said, slowly, "we've been expecting you. But then we weren't expecting you, either."

"You know how it is," Mrs. Andrews said. "You don't quite believe you've got to leave your place 'till you've got a paper in your hand."

"It's hard to believe it's true," Mr. Andrews added.

"I know," the stranger said. "I've just been over at the Campbell's. They've got to go. It's hard for them, too. But it's defense and our country. That comes first."

"We ain't complainin'," Mr. Andrews smiled as he spoke. "I was in the Army in the last War, and if the country needs this land, then it's going to get it. Just the same, it's hard."

"'Course, the Government's going to pay you," the man from the Marshal's office assured them.

"If it was just pay," Mrs. Andrews spoke proudly, "we wouldn't sell."

"That's mighty fine of you, Mrs. Andrews," the man said. And he added, "I guess I'd better get going." Then, remembering the stick in his hand, "I've got a stake here to put in the ground. It's got a number on it. Sort of a reminder for you and for us it's the number of this parcel of land."

The Andrews watched him drive the stake in the ground beside the moss-grown live oak tree below the flower garden Mrs. Andrews had first planted 21 years before. That done, the man waved goodbye and walked away to his car. The Andrews waved back.

They watched him get in his car, heard the motor start up, and then move on. Their staring eyes followed the car as it disappeared in the dust of the road.

For what seemed a long time they stood where they were, close to the steps of their little house. Their staring eyes kept looking down that road, as if they were not seeing it or the settling dust but something far off in time.

Perhaps they saw themselves, driving up the road in a cart 25 years before, looking to the left and right for a site for their house. Or maybe Mr. Andrews saw the road the way it was the first time the doctor drove down it early one morning when he was hardly as old as his son was now. It's difficult to say what people see when they look down a road that has been a highway in their lives for years.

Slowly, Mrs. Andrews, then Mr. Andrews, walked over to the live oak tree to get a closer look at the stick in the ground. Presently, Mrs. Andrews recalled the paper she had been given. Since she did the reading for the family whenever she was around, it was natural that she began to read it aloud.

"NOTICE," the sign read,

"UNITED STATES OF AMERICA
vs.
31,600 acres of land, more or less, situated in Richland County, State of South Carolina.

"TO ALL PERSONS, FIRMS, OR CORPORATIONS living upon, in possession of, or having a claim or interest in the following described lands:

"1. All that certain area, situated in the County of Richland, State of South Carolina. . . .

"YOU WILL PLEASE TAKE NOTICE that . . . the United States will, on the 5th day of December, 1940, or within a few days thereafter, enter upon the said areas of land above described and take full and complete possession thereof.

"YOU WILL TAKE FURTHER NOTICE that all persons living within the areas above described are hereby permitted to remain in dwelling houses which they may now occupy within the said areas, and to harvest any crops now growing within same, until the 15th day of March, 1941, upon which date they will be required to remove

EVEN FARMERS who "own" their land often get only enough cash from its quick sale to pay their debts. When that happens, there is nothing left to buy another farm. Farm Security steps in again with loans to help such families make a new start.

SOME Farm Security's loans go for new homes that are built so that when the emergency is over there will be a decent place to live for many families who have never known anything better than hovels such as the one on the left.

therefrom themselves and their personal properties or belongings.

"GIVEN at Fort Jackson, South Carolina this 3rd day of December, 1940.

"s/ . . .
Major General, U. S. A.
Commanding General, Fort . . ."

"Guess it's our time to help in this defense," Mr. Andrews said.

"March 15, we've got to leave," Mrs. Andrews replied, speaking as if she weren't paying any attention to what he was saying.

Mr. Andrews thought it was funny that both he and his wife knew they had to move, but his wife was actually just beginning to realize it.

He slapped the oak tree as if it were the flank of a horse. "Yeah, we've got to leave the old place. But, you've got to give way when it's defense."

Mr. Andrews was right. Defense needs land as well as labor and materials. Great tracts of land for factories and camps and proving grounds must be carved out of the farm lands where people live. Farmers must move, tenants must move, families must move. There is no way to prevent the displacement of people as the result of expanded defense activities.

That may seem hard; often it does come terribly hard. But defense necessities come first. People aren't questioning that. It's not surprising, though, that families who must pull their lives up by the roots should look around for a little help in getting a new start. Giving them a hand is, in a way, strengthening defense, too, because defense needs everyone hard at work. And a farmer who can produce the food America needs must have a chance to keep on producing it.

The agency that knows most that's known about what can be done for families who have to give up their farms is the Farm Security Administration. For 6 years, it has been doing something about the families pushed off the land by dust storms, and soil erosion, and depression.

Now Farm Security, along with other Federal farm agencies, like the Extension Service, has picked up the job of cushioning the impact of defense on farm families.

Take your eyes off the newsreels of blitz buggies and combat cars for a second and take a look at the unspectacular back roads of defense.

In September 1940, the countryside around Radford, Virginia, was grass-grown and placid. Driving along, you would see an occasional house in a cluster of trees, a man heading a herd of cows up the pasture, and in a distant field a horse grazing. Radford itself was a quiet country town of 6,200 people.

By mid-February nearly 19,000 construction workers had turned the countryside into a vast stage where acres and acres of scaffolding had been latticed against the sky. In an area where only 6 months ago there lived fewer than 50 families there are now 2 vast factories employing more than 6,000 workers.

Two things happened right away in Radford. First, the people who lived on the site of the defense plant had to move. When the plants were finished, workers came to work in them. These families had to have a place to live. They were willing to pay more for a house on a farm than the people working and living on the farm had paid for the house and the land. So the farm families in the country surrounding the defense plant took their cash and moved on, and defense workers' families moved in. Near Spartanburg, South Carolina, there were widows, old people, invalids who lived in shacks in the pines. Some had small relief allowances; more depended on their neighbors for subsistence. When their community was leveled off to make way for an infantry replacement center, these people had their world torn from under them. Their friends, their only resource, were scattered across the State.

If you're disposed that way, you might say comfortably, well, the farmers who sell their land can take the money they get and buy other farms. That settles them.

The tenants and farm workers and sharecroppers who don't get any money, because they don't own the land they work, well, they can get jobs in the defense industries.

It's true some farmers have been able to buy other farms with the money they get for their land from the Government.

Some tenants and share croppers and laborers have been able to get jobs in defense factories.

Some share croppers and tenants are able to get new places.

More often than not, however, a farmer has so much mortgage plastered on his farm that he doesn't really own it. When he sells out to the Government and pays off his mortgage, he has nothing left. Then he finds himself clear with the mortgage holder, but broke.

As for tenants and share croppers getting new places, that's harder. There are already too many tenants and share croppers in the South. They were being pushed off the land before the defense program came along. Besides, defense moved in on them after the time of the year when share croppers and tenants strike their bargains with land owners for the coming year. By the time they knew what was on them, most of the places worth working were taken.

Some now work in defense factories where there are factories to work in, but when a family is displaced by a camp, little work opportunity is created.

So SPEEDILY DID DEFENSE PROGRAMS move into action last year, there wasn't time to gear them into the work of agencies that were already cooperating with farm families. Now things are meshing better.

While Federal agencies are still buying land, the Farm Security Administration, the Extension Service, and other Department of Agriculture workers, are out in the field easing the jolt that comes to families who must make way for defense.

Here's one way it works. In South Georgia, in a semi-circle around a town named Hinesville, the War Department is buying 360 thousand acres of land. Altogether some 800 families—land owners, tenants, and share-croppers, farm laborers, squatters, and small business men—have been living on this land.

To all these families, the FSA sent a letter. The land was being purchased by the War Department, the letter explained. Some families would have to move by March 1. The FSA was placing its resources at the disposal of the families living on the land.

"An appointment has been made for you," the letter continued, "with an FSA representative on such and such a day at such and such a time. If you will come in then, the representative will be glad to discuss your situation with you."

Naturally the people came in, the better-off in cars, some in wagons, some on foot, some in Sunday clothes, some in sun-faded, earth-rubbed overalls.

The land owners had already found out what was up when they came in. They didn't want to move, but, well, defense came first, so that was all right. But the hitch came in the fact that the check for their land wasn't going to come down for several months. How were they going to find a place in the meantime?

They had gone to the bank, they said. And when they tried to borrow money on a gilt-edged promise of the Government to pay them for the land, the bank would only lend them a part of what the Government owed them, and besides wanted to charge them 8 percent for that.

The Farm Security Administration decided that 8 percent wasn't right; instead it would advance the land owners money on the security of the Treasury's promise to pay.

But the land owners, once they got their money, had to find other farms. Well, the FSA made a survey of farm lands in the vicinity and it had compiled a list of farms available for sale.

Some farmers wanted advice on the price of their land. A man didn't know what to ask for his place; he didn't want to ask too much, but then again the farm was all he had, and at that there was a mortgage on it, so he didn't want to ask too little either.

Okay, the Farm Security Administration representative went over the farm with him. There was the land, and the house, and he mustn't forget the crops he would lose if he moved, the barn, and there was that stand of wood.

Say, the farmer said, that works out all right. Sort of an inventory, and it seems fair all around.

Auctions began to come a half a dozen a day where families were forced to move. Families that were going to move a long way, or that were going to take over an operating farm somewhere else had to get rid of their possessions. With so many auctions, however, the market for farm equipment and household supplies was soon glutted. Here the Farm Security workers stepped in to schedule the auctions, to cut down competition, and to give the sellers a better chance of getting something for their belongings.

Livestock also presented a tricky problem. While families were moving about there were always friends and relatives to put up the human beings in the family, but there wasn't any place for the old gray mare, or Bessie, the family cow, or the family chickens or pigs, or hounds. Department of Agriculture workers met this emergency by arranging to board stock for the defense refugees. You can imagine what a load that took off the collective mind of a family.

Tenants and share croppers raised other problems. When their landlords sold out to the Government, they would be left with a wagonload of household furnishings and farm tools and hardly anything else, except for debts.

THE FARM SECURITY ADMINISTRATION compiled lists of possible openings on farms for them. A few families were placed that way, but when it came time to move, the families—ruefully and somewhat embarrassed as if it were their fault—confessed that they had no money for food until they could get going again.

Money was found for that. Altogether 694 families received an average of $50.50 for moving and subsistence. No subsistence grant was for more than $15.

There were still many other tenants, sharecroppers, and farm workers who had no money, no land, and no place to go. To replace the world they once lived in, the Farm Security Administration brought into existence a truly creative organization.

This organization, a nonprofit corporation, with Farm Security Administration officials as officers, is chartered under Georgia laws as the Hinesville Relocation Corporation. The Hinesville Relocation Corporation can borrow money from the Farm Security Administration. It can purchase or lease land, sell land, rent land to tenants. It can carry on a number of various business activities, engage in dairying and other types of farming. It can operate schools. To begin with, it has a budget of something over 2 million dollars.

Already it has set up what might be called a haven for defense refugees. About 19 thousand acres of land have been purchased in southeastern Georgia, where prefabricated houses, costing $800 per unit, have been built. Families without resources will live in the houses, and for the time being earn wages clearing the land to prepare it for farming.

Told that way, the site sounds like a concentration camp. Actually, it is designed to become 19,000 promised acres that won't be so much a stopgap for a couple of hundred

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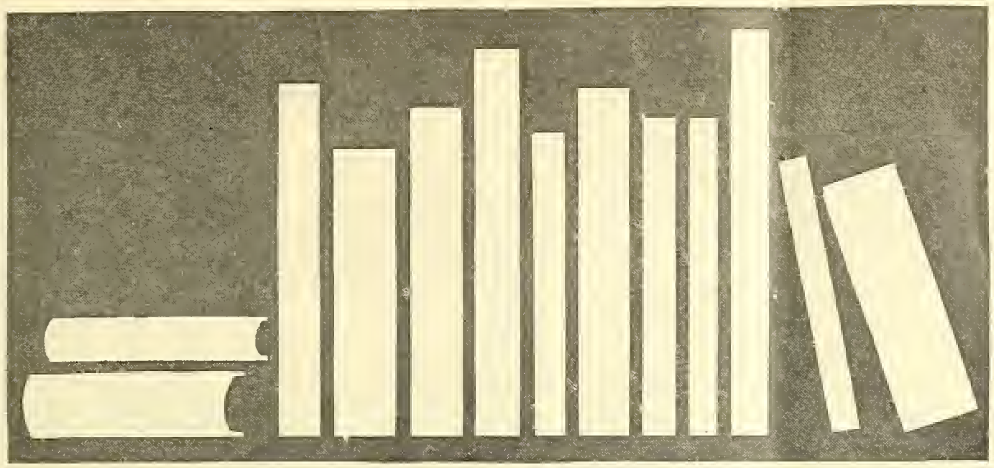


CONSUMERS' BOOKSHELF

A LIST OF FREE AND INEXPENSIVE TEACHING MATERIALS. W. P. A. Technical Series, Community Service Circular No. 8, Education Circular No. 3. 1940, pp. 131, mimeo. Address: Educational and Training Section, Division of Professional and Service Projects, Work Projects Administration, Washington, D. C. A bibliography of free and low-cost pamphlets, booklets and visual materials for use in adult education classes. Includes sections on consumer education and other related fields.

EGG DISHES AT LOW COST, prepared by Bureau of Home Economics, U. S. Department of Agriculture. 1941, pp. 8. Address: Surplus Marketing Administration, U. S. Department of Agriculture, Washington, D. C. Free. A leaflet describing briefly the food values of eggs and general methods of storing and cooking them. Gives recipes for easily and inexpensively prepared egg dishes.

SUGGESTED EMERGENCY FAIR RENT LEGISLATION. Consumer Division Bulletin No. 10. 1941, pp. 21. Address: Consumer Division, Office of Price Administration and Civilian Supply, Washington, D. C. Free. Presents text of a suggested emergency fair rent act, defining its scope, methods of administration and means of enforcement.

EGGS AND EGG PRODUCTS. U. S. Department of Agriculture, Circular No. 583. 1941, pp. 91, illus. Address: Superintendent of Documents, Washington, D. C. 15 cents. Considers some of the problems in producing, storing, handling, and marketing of eggs and egg products. Of particular interest to consumers are sections on grading and storage of eggs, nutritive value of eggs and their utilization in home cooking, and the regulations of the Federal Food, Drug and Cosmetic Act in relation to eggs and egg products.

RULES AND REGULATIONS PROPOSED UNDER THE WOOL PRODUCTS LABELING ACT OF 1939. Federal Trade Commission, 1941, pp. 23. Address: Federal Trade Commission, Washington, D. C. Free. Presents draft of rules and regulations proposed for the administration and enforcement of the "Wool Products Labeling Act of 1939." Includes a copy of the "Act" as passed by Congress.

EFFECT OF CEILING INSULATION UPON SUMMER COMFORT, by Thomas D. Phillips. National Bureau of Standards, Building Materials and Structures Report BMS 52. 1940, pp. 10, illus. Address: Superintendent of Documents, Washington, D. C. 10 cents. Results of an investigation of the effect of insulation in limiting the temperature rise of the rooms in the upper story of a building with a flat roof.

FATS AND OILS FOR COOKING AND TABLE USE, by Elizabeth Fuller Whiteman and Florence B. King, U. S. Bureau of Home Economics. U. S. Department of Agriculture, Leaflet No. 204. 1940, pp. 8. Address: Superintendent of Documents, Washington, D. C. 5 cents. Discusses the nutritive value and contributions to the diet of the different fats. Describes available guides to buying butter, oleomargarine, lard, salad oils, hydrogenated fats and compounds, and considers uses, keeping qualities, and storage of each.

CLEANING AND POLISHING METALS IN THE HOME, by Charlotte P. Brooks. Brieflet No. 579. 1940, pp. 8, illus., mimeo. Address: Extension Service, College of Agriculture, University of Vermont, Burlington, Vt. Free to residents of Vermont; 5 cents to others. Discusses kinds of metal cleaners, gives general suggestions for cleaning metals and specific directions for polishing the common household metals. Includes recipes for homemade polishes.

PRESSING EQUIPMENT FOR THE HOME, by Edna Sommerfeld. Brieflet No. 577, 1940, pp. 7, illus., mimeo. Address: Extension Service, College of Agriculture, University of Vermont, Burlington, Vt. Free to residents of Vermont; 5 cents to others. Lists essential pressing equipment for the home, makes suggestions for selecting equipment that must be bought and gives detailed instructions for making and caring for other equipment that may be made at home.

WHEN YOU'RE PRESSING CLOTHES, by Edna Sommerfield. Brieflet No. 576. 1940, pp. 7, illus., mimeo. Address: Extension Service, College of Agriculture, University of Vermont, Burlington, Vt. Free to residents of Vermont; 5 cents to others. Gives instructions for pressing wool, rayon, cotton, linen, and other fabrics, and general hints on sponging, shrinking, and pressing woolen, cotton, and other washable garments.

TRICKS FOR EASY IRONING, by Edna Sommerfeld. Brieflet No. 575. 1940, pp. 6, illus., mimeo. Address: Extension Service, College of Agriculture, University of Vermont, Burlington, Vt. Free to residents of Vermont; 5 cents to others. Suggests types of equipment, methods of preparing clothes and techniques in ironing for minimum time and effort and maximum efficiency.

IF YOU'RE BUYING AN ELECTRIC IRON, by Edna Sommerfeld. Brieflet No. 574. 1940, pp. 11, illus., mimeo. Address: Extension Service, College of Agriculture, University of Vermont, Burlington, Vt. Free to residents of Vermont; 5 cents to others. Discusses points to be considered in selecting and caring for an electric iron. Also gives some suggestions on steam irons and electric ironers or mangles.

MILK AS A FOOD THROUGHOUT LIFE. Bulletin No. 447. Agricultural Experiment Station, University of Wisconsin, 1940, pp. 40, illus. Address: Bulletin Mailing Office, College of Agriculture, Madison, Wis. 10 cents. Discusses the importance of milk to the diet, the mineral, vitamin, protein, and other constituents of milk and the effect of various processes of preparing milk for market on its nutritive value.

Buy shoes that fit

YOUR FEET are a priceless possession. They have a difficult job to do. They must carry the whole weight of your body. They must help you to be active in work, happy in play. Their comfort can increase your satisfaction in a thousand different activities. Feet are so important that they deserve to be treated with great care. You can never grow a new pair.

ABUSE OF FEET often begins in childhood. Children's feet grow rapidly at some stages of their growing up, and all the bones of the feet are not completely hardened until a person is about 20 years old. Bad fitting shoes in childhood may deform feet for life and cause continual medical expense. It is poor economy to have children wear out shoes that have become too short or too tight.

VANITY CAN HANDICAP FOOT health. Shoes should always fit comfortably from the first day they are worn. Improperly fitted shoes can distort toes, cause enlarged great-toe joints, produce lumps on the backs of heels, and lead to the development of corns and ingrowing or thickened toenails. Continuous use of high heels shortens leg muscles until it is difficult or impossible to change abruptly to low heels. Even stockings, much less sturdy than shoes, can alter the position of toes if they are too small.

STYLES MAY GO, BUT FEET MUST last. Styles that "flatter your feet" come and go. Your feet must serve you as long as you live. You can help them serve you best by buying shoes that fit. If you choose a pair that is almost, but not quite, right, you may end by "breaking in" your feet, rather than the shoes. Only the person who tries on shoes can know how they feel. Be your own judge. Make your own decision. Don't let friends or sales pressure make it for you.

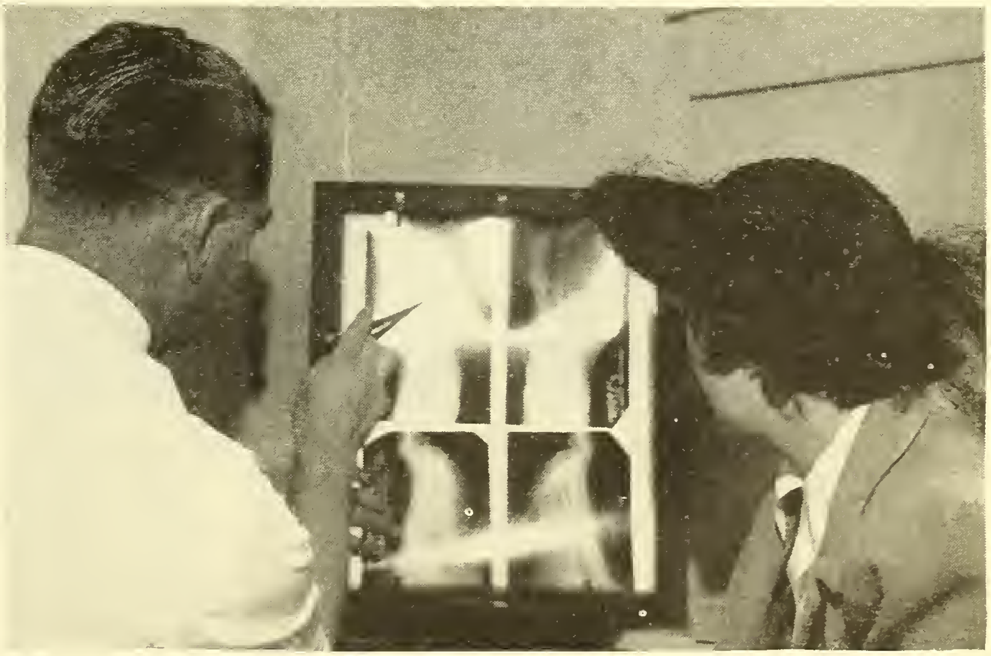
DON'T EXPECT TOO MUCH FROM shoes. They are an article of clothing, designed to protect feet and enhance appearance.

Mass-produced shoes cannot cure serious foot disabilities. Many shoe men and people who treat feet believe that arch troubles are caused by shoes and can be "corrected" by them. This is almost never the case.

Arch troubles often begin in the bony framework of the foot, and may be complicated by a variety of factors such as heredity, poor nutrition, diseases in other parts of the body, and long illness.

Casual examination cannot discover or remove the causes. Toying with painful symptoms in your feet may result in harm to your general health.

SHOE SALESMEN should not be expected to take responsibility for guessing at the causes and treatment of painful feet.



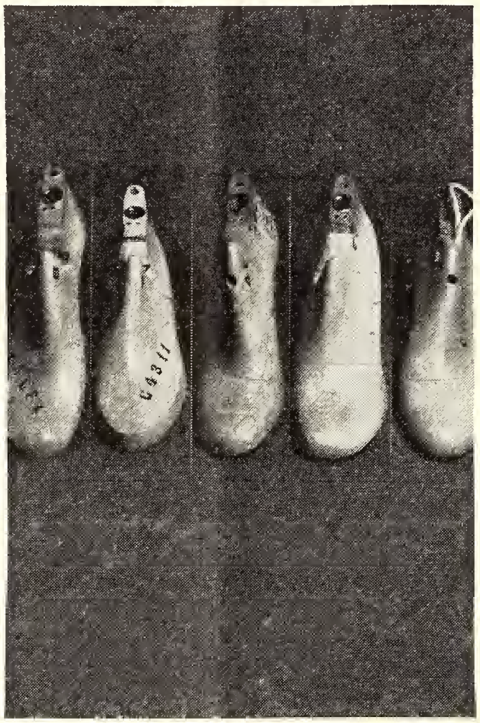
THOROUGH MEDICAL TRAINING is necessary to discover and remedy the causes of arch troubles. Continuous suffering and waste of money can result from ignoring this fact.

When you shop

DECIDE BEFORE YOU SHOP. Shoe men often accuse consumers of buying the wrong shoes for the use they are to be given. A work and a dress shoe cannot be expected to serve the same purposes well. Each is made for a different purpose. You'll be better able to resist unfair sales pressures and avoid buying shoes you later feel are a mistake if you know—when you walk into a shoe store—what kind of use you expect to give the shoes.

TAKE PLENTY OF TIME. You may have to go to several stores before you find a pair of shoes that fits comfortably, meets your needs, and appeals to your taste. If you wait until the day you want to wear the shoes, you may be tempted to buy a pair too hastily. Morning hours are usually less crowded than afternoon in shoe stores. You may expect more leisurely service then.

DON'T ASK FOR SHOES BY SIZE. The real test of shoe comfort is fit, not size. Shoe sizes have no exact meaning today because uniform standards for sizing are not in general use. Your feet may measure a certain size on the retailer's measuring instruments and still be uncomfortable in shoes marked with that size. You can get your feet into shoes of several sizes, but only one among them will fit you well.



SIZE BEGINS IN THE LAST. A last is a wood form over which shoe materials are put together and molded into shape. Lasts marked with the same size may differ considerably in their shape and dimensions. (The ones in the photograph are all 4B's.) Last measurements are changed with styles, materials, and types of shoe construction. When a shoe salesman tells you that you need a different "last" from the one he has been showing you, he refers to this difference in shape and dimensions. Some retailers and mail order houses know the dimensions of their shoes well enough to select those made over lasts most suitable for your feet.

EVERY STORE CANNOT CARRY every size. There are over 100 size combinations for men's and women's shoes. To have a complete range of sizes in every style of shoe would involve carrying a very large stock. Many stores cannot afford to stock their shelves with these supplies in all the different styles you want to choose from. Over 160 codes are in use today to indicate size. If you insist on a certain size, regardless of fit, the code numbers enable the salesman to assure you that the size he selects is the one you expect. It is safer to concentrate on how the shoes feel on your feet, than to be concerned about size.

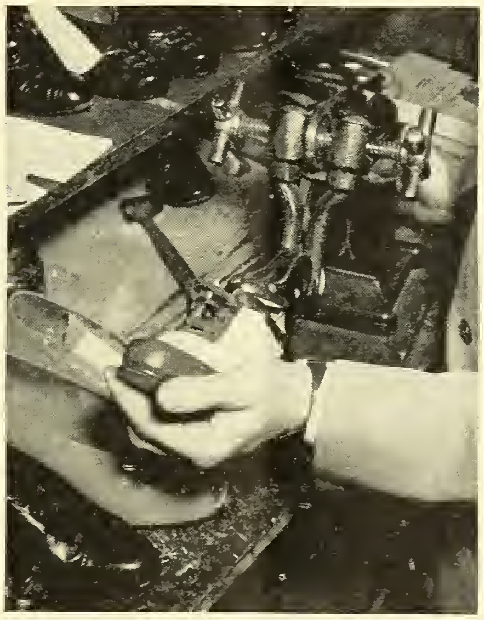
Right shoes feel right

IS THE LENGTH RIGHT? Shoes should always be longer than the foot, but not unnecessarily long. The ends of your toes should never touch the end of the shoes, and there should be no pressure on their tops. If shoes are too short or too pointed, toes will curl under and press together, so you don't have graceful, elastic snap in walking. Feet shod in shoes too short are susceptible to corns, bunions, permanent distortion of toes, as well as general discomfort.

IS THE BALL RIGHT? The ball of your foot should lie over the widest part of the sole which should be wide enough so the foot does not feel pinched. The foot needs freedom of action in this section. You can tell where the ball comes by raising the heel and observing if the bend in the sole comes directly under the great toe joint. "Breaks" or creases in the leather or upper materials of the shoe across the toes should not cut into your foot when you raise your heel.

DOES THE HEEL FIT? The heel should be pocketed snugly in the back of the shoe. If the heel comes away from the back, this allows the foot to move forward until the toes are cramped. If the heel slips, the back is not well adapted to your feet, or the shoes are the wrong size. You should be able to find shoes that will not slip when you raise your heel, or cut into the heel tendon. Protection for your stockings as well as comfort for your feet depends on this.

DOES THE TOP FIT? If the shoe laces, it is better to have a small gap between the parts over the tongue, so the laces may be tightened if the material stretches with wear. If the shoe has elastic material to enable you to get your foot into it, the fit should not be too snug or pinch over the instep. If the shoe is a "pump" type, be sure it does not cut into your heel or at the instep. "Pumps" are often fitted too short.



BEWARE OF ALTERATIONS. Shoes cannot be stretched to make them longer. If they are stretched to make them wider, the seams are generally pulled, rather than the materials. When shoes slip at the heel, a lining may be put in, but this may make your feet come too far forward in the shoes. Gores give more room over the instep but the fit around the top may be spoiled. Search for shoes that need no alterations.

HOW DO THEY FEEL WHEN YOU walk? You cannot judge the fit of a shoe when you are sitting down. Your feet may become a little longer when you stand and walk on them. Walk around before you decide on a new pair of shoes. Many feet swell during the day. If yours do, remember this when you try on shoes. A shoe that feels comfortable in the morning may be too tight by night if your feet swell much.

Uneasy the Head That Lies on a Mattress Label

You may be kept awake nights wondering why it is what it is

LOOK OVER your mattress—not under it—before you go to bed tonight. Somewhere on the mattress you should find a label. Mattress labels are far from standardized, so there's no assurance what you'll find printed on yours, but the chances are it will lead off with:

"DO NOT REMOVE—UNDER PENALTY OF THE LAW."

Following this, there may be some facts about what's inside the mattress, whether it is second-hand or not, the name and address of the manufacturer. Whatever information is there, the label may tell you, is given "in accordance with the law."

Now that you've bought the mattress and slept on it, the label may have nothing more than curiosity value for you. But before you buy another you might be a wiser consumer if you knew something about the laws behind labels.

THERE ARE SEVERAL THINGS ANY CONsumer wants to know about a mattress. Its size, for one thing. Is it clean, sanitary, safe to sleep on? Since you can't rip the mattress open, you want to know what's inside, what kind of stuffing is used, and what its quality is. Construction, durability, general quality, who made the mattress—all these points are on the list of a properly inquiring consumer.

Some of this information you may be able to get from the salesman. Some of it, like size, for example, you can find out for yourself—if you bring along your own tape measure. And some of it you may find on the label.

The facts you find on the label depend most of all on your geographical location. In most cases, you will find a statement that the materials used are new or second-hand. But from that point on, what the label tells you is largely a matter of the State or city where you make the purchase.

You may be told the percentage of hair, felt, floss, and other material in the stuffing. Or you may be told only that those materials are present. You may find the name of the manufacturer on the label, and then again you may not. Used material in the mattress may be "second-hand material," or "previously used material," or just plain "second-hand"; every State has a different idea what it should be called. The label may be small and unpretentious, or so big that you couldn't possibly miss seeing it. It might be one color, or might be another. The type may be tiny and difficult to see, or big and easy to read.

THREE-QUARTERS OF THE STATES, PLUS the District of Columbia, require some sort of label on mattresses and bedding. A few laws apply to upholstery and cushions, too. Rarely do the laws agree with each other, and none of them requires all the information the consumer should have on a label.

How much confusion exists between mattress laws shows up in a study of these 36 different bedding and upholstery laws. The study was made by the Consumers' Counsel Division, in cooperation with the Work Projects Administration. It covers all State laws, and major State and Federal court decisions involving bedding and upholstery standards of manufacture and labeling.

Information resulting from the study has been indexed, organized, analyzed on a chart, and summarized. It is published in a bulletin called "Survey of State Laws and Judicial Decisions on Bedding and Upholstery." The bulletin is available, as long as supplies last, without charge to educators, consumer leaders, and others with a special interest in the problem of bedding and upholstery labels. Consumers' Counsel Division, Department of Agriculture, Washington, D. C., will send you a copy.

No Federal law for mattress and upholstery labels is on the statute books. Nor is there a model State law, as there is for weights and measures. The only legislative protection a consumer gets against deception and inferior quality in the pillows, comforters, cushions, and mattresses he buys comes from a local or State law-making body.

With no Federal or model law to use as a yardstick, States and localities that have tackled the problem of unsanitary bedding materials naturally had to go about the job in the best way they could. Some went after one aspect of the problem; some, another. The fact that these laws, when put side by side, now give a confusing and contradictory picture is not surprising. Nor is anyone to blame for the confusion. But consumers who would prefer to see some order and agreement in rules about mattress labeling can help bring that about by first turning their eagle eyes on the many variations that exist from State to State.

RIGHT NOW SOMETHING IS BEING DONE to bring about less confusion. There exists, on the one hand, a national association of bedding and upholstery enforcement officials. Up to now, this association has not agreed on what a model law should say. Biggest stumbling block has been the lack of any overall study of the laws passed so far. But now, with the Consumers' Counsel study at hand, officials of the association have the material on which to base a model act.

A committee of the American Standards Association—made up of manufacturers, retailers, consumers, and State officials—is also working on a uniform bedding and upholstery labeling law. Specifications for "grades of filling material" may be part of that law. So the day may not be far off when consumers will have standardized bedding and upholstery labels along with quality designations.

States without any bedding and upholstery laws are: Arizona, Florida, Idaho, Mississippi, New Mexico, North Dakota, Oklahoma, South Carolina, South Dakota, Virginia, West Virginia, and Wyoming. Not all States with laws have enforced them. A study in 1937 showed that "active enforcement" of the laws was limited to 18 States.

Things you want to know first about upholstery and bedding begin with quality. A few States mention quality in their laws, a few say "grade" of filling materials must be specified. But they do not say how quality is to be determined, or what grade is to be based on.

California and Oregon require the size of the mattress or pillow on the label; other States ask for the weight of the article.

MOST OF THE STATES SAY THE CONSUMER must be told when second-hand material is used. Alabama, for example, prohibits the use of second-hand or shoddy materials altogether, but the District of Columbia says all right, use the material, but be sure you sterilize it first. A contaminated mattress—one that comes from a sick room, for example—can't be sold under any circumstances in New Jersey though a previously used mattress not contaminated in this sense could be sold if sterilized.

Trade barriers—the artificial stop signs to interstate trade—go hand-in-hand with unstandardized mattress and upholstery labeling laws. In Pennsylvania, you can't buy mattresses made outside the State unless sterilizing equipment is first approved by a State inspector. In New York and Maryland, you're in practically the same predicament.

NAMING OF MATERIALS IN THE MATTRESS or pillow points to another problem of disagreement. Washington wants to know the percentage of different materials in the filling; Ohio is satisfied with quantities or amounts of the materials. Indiana requires a statement of the "kind" of materials. Colorado asks in addition a description of the "character" of the materials.

New York says when the terms "pure," "100 percent," "all," etc., appear on the label, they must mean exactly what they say. Cross the line into neighboring Connecticut, and these terms can be used even though the labeled article contains variances from the 100 percent standard, provided the variances are "commercially accepted."

Louisiana requires the name of the manufacturer or vendor on the label. Arkansas asks for the manufacturer's name alone. Washington State wants only the vendor's name. These last 2 also want the manufacturer's or vendor's address. Illinois in addition requires the names of all "successive vendors."

Connecticut and New York consumers find on the labels of their mattresses and pillows, the date which has been affixed by their retail vendor, to show date of delivery to the consumer.

Delaware, Maryland, and New Jersey do not allow statements other than those designated in the law to go on the label. (That means no advertising blurbs or similar statements.) Other States do not make this prohibition.

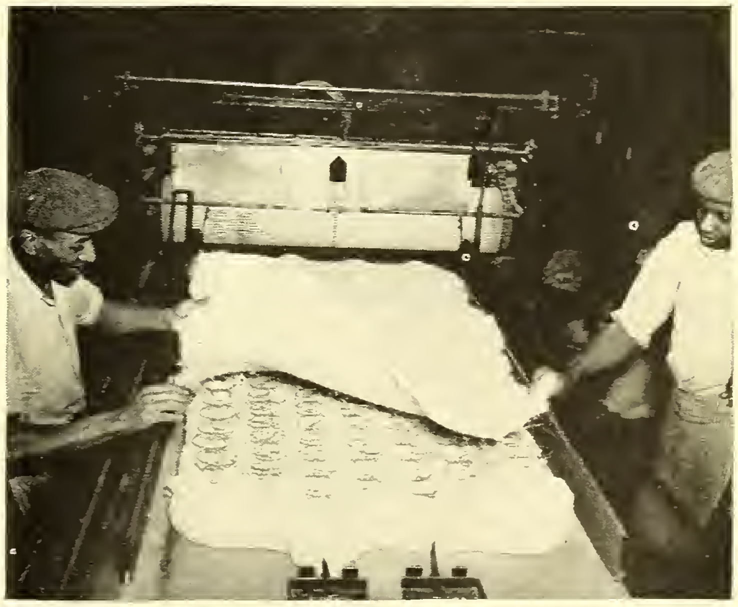
In Texas, the label must be white, but in North Carolina, it can be white only if the material is brand new. A red label in California means the material is second-hand, but in Oregon, a yellow label means the same thing. California puts a yellow label on mattresses if the material is sterilized.

Size of the label in Oregon must be 3 by 3 inches; in Delaware, it must be 6 square inches; in Arkansas, 3 by 2 inches. It must be cloth material in Missouri, muslin or linen in Indiana, cloth lined in Alabama, paper in Kentucky, "desirable substance" in New Hampshire. And in New Hampshire, no label at all is necessary if the information is stamped on the article itself.

THE ONE HAPPY NOTE IN ALL THIS IS that most of the States say there shall be no misleading statement on the labels of bedding and upholstery. That, of course, is a negative kind of consumer protection—highly desirable but not necessarily informative.

The day may be reached when consumers will be protected by bedding and upholstery laws that agree among themselves. But it is as much a consumer's job, as a lawmaker's, to bring about such order and organization.

SOFT LAYERS of cotton piled on top of each other make the innards of a cotton "felt" mattress. On the far side of this machine is a large envelope of ticking, waiting to receive this stuffing. Here, the layers of cotton are patted down, bumps are smoothed out, then the cotton is fed into the mouth of the machine to compress it into a firm bulk. On its exit, the cotton slips into the ticking.



SPRINGS in innerspring mattresses naturally must be padded over and these pictured are getting a layer of sisal (a kind of hemp) stretched over them. On top of the sisal will come cotton, and on top of that, ticking. Other materials, such as hair, or even lambs' wool, are used in more expensive mattresses. Whatever the material used, it is not unreasonable to want it to be sanitary.

Milk Glossary for Consumers

Part XII

Next to last lap of words that consumers use when they work to get more milk to more people *

SURPLUS MARKETING ADMINISTRATION. An agency in the United States Department of Agriculture charged with directing and administering various programs to improve marketing conditions and to encourage greater use and consumption of agricultural products.

Created in 1940 under authority of Reorganization Plan No. 3, the Surplus Marketing Administration combines the work of 2 agencies: the former Division of Marketing and Marketing Agreements of the Agricultural Adjustment Administration, and the Federal Surplus Commodities Corporation. (See Agreements, Agricultural Marketing.)

In its marketing agreements activities as they affect milk, the SMA lays down rules regarding the purchase of milk by distributors; it defines the area to be covered by an agreement or order; it classifies the use made of the milk and sets the price to be paid dairy farmers for each class; it defines methods of payment to farmers, and provides for the auditing of books.

In its efforts to extend the use and consumption of farm products, the SMA operates on 4 fronts: (1) Direct purchase. Here the Surplus Marketing Administration purchases price-depressing supplies of farm products and turns them over to State Welfare Agencies for distribution to needy consumers and for use in free school lunches for undernourished children. (2) Stamp Plan programs. Under these programs, additional purchasing power is given to relief families in the form of free blue stamps which can be used as cash in buying certain commodities defined as "surplus." To obtain these stamps, families exchange the amount of money they usually spend for food for orange stamps, and for each $1 worth of orange stamps they buy, they receive 50 cents' worth of free blue stamps The orange stamps are good for the purchase of any food sold in a grocery store. The blue stamps buy the "surplus" foods. Here the SMA does not handle any of the products. SMA redeems the stamps accepted by merchants in payment of goods purchased by the relief families. (3) Diversion programs. Where distribution of surplus farm products to consumers is not possible, the Surplus Marketing Administration attempts to divert them to by-product uses, and to encourage new uses and new markets for farm products. Finally, (4) export programs. Some surpluses are sold abroad and those sales may be encouraged through subsidies.

During the year, from July 1939 to July 1940, approximately $194,000,000 was spent on these 4 surplus disposal programs.

For people who think in terms of actual quantities of food and the need for specified products, the amount of money spent on a program is not a particularly good index of what the program has done. For what the statistic is worth, however, here is an over-all sum; from October 3, 1933, when the surplus disposal program began, until July 1, 1940, some $565,000,000 worth of farm products were bought from farmers and distributed to needy families and under-fed school children. This does not include some $17,000,000 spent for food and cotton stamps during 1939 and the first half of 1940.

Quantity statistics are available to measure the splash this program has made in the milk economy. From October 1933 to July 1940, the Federal Government purchased and distributed to needy families:

250 million pounds of butter.
27 million pounds of cheese.
790 thousand pounds of condensed milk.
83 million pounds of dry skim milk.
3 million cases of evaporated milk.
76 million quarts of fluid milk.

While the Food Stamp Plan and the Direct Purchase Program use dairy products along with other foods to balance America's nutritional deficit, there are 2 other programs whose purpose it is to pump milk out of the surplus reservoirs into the diets of people who aren't getting enough milk.

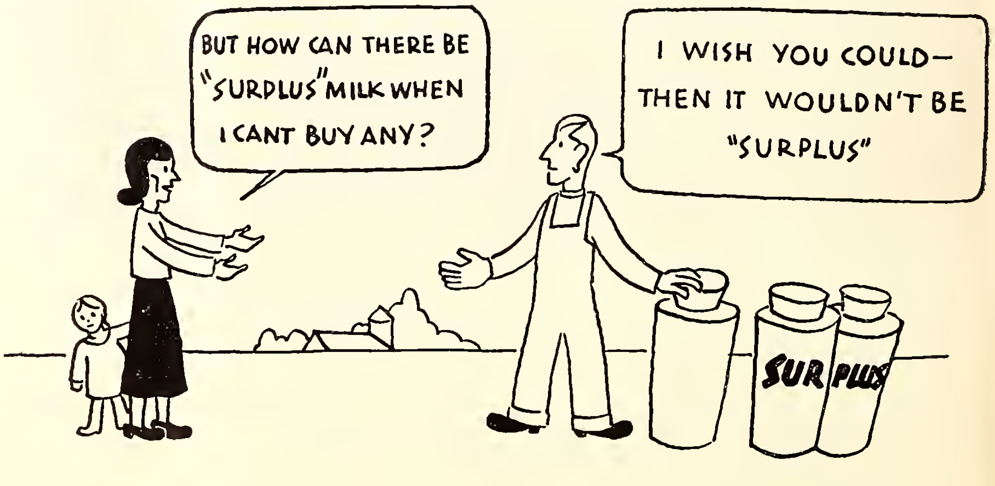
They are: the relief milk programs and the school milk programs.

The widely heralded "nickel milk" is a part of the low-cost milk program. Under this program, farmers get a special price for milk that is finally distributed to relief families, in some cases to WPA families, and occasionally to families who have been certified as eligible for WPA employment. The price the farmers get is higher than that for milk sold for manufacturing purposes, but lower than the price paid them for milk to be sold in bottles or containers through the usual retail channels. This milk is assembled, pasteurized, bottled, and then distributed by the milk distributors who bid lowest for the job.

Finally, it is paid for either by the relief families or by city relief agencies at a price that ranges from 4 to 6 cents a quart. The price the farmer is paid plus the price per quart charged by the dairies for processing the milk adds up to more than the 4 to 6 cents a quart that is paid for the milk by the consumer of this milk. The difference in cost is footed by the Surplus Marketing Administration.

Five cities now have such a program in operation.

In Boston, New Orleans, and Washington, the milk is sold over the counter to families who carry the milk home themselves from milk stations that are located conveniently throughout the city. About a fifth of


BUT HOW CAN THERE BE "SURPLUS" MILK WHEN I CANT BUY ANY?
I WISH YOU COULD— THEN IT WOULDN'T BE "SURPLUS"
SURPLUS

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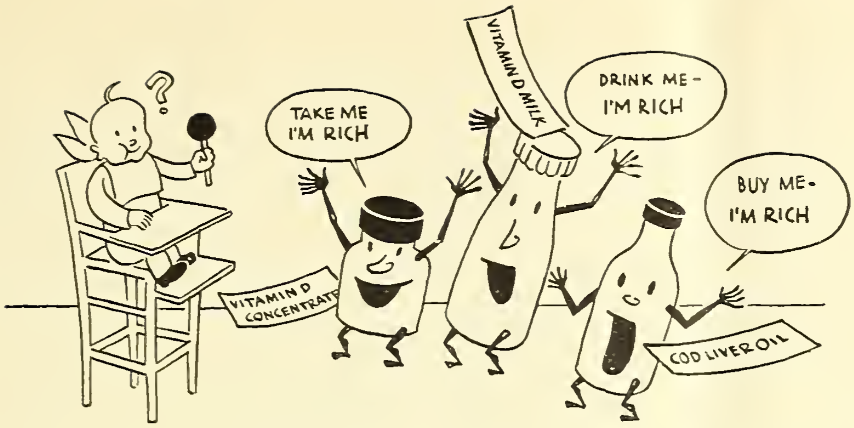
* *Earlier installments in this series appeared in the August, October 1, October 15, November 1, December 2, December 16, 1940, January 15, February 1, February 15, March 1, and March 15, 1941 issues.*



the milk distributed in Chicago under the low-cost milk program reaches families this way too.

In Chicago this kind of milk is sold to families at 4 cents a quart, in New Orleans and Washington the milk is a nickel a quart, while in Boston the milk is sold at 6 cents a quart.

Four-fifths of the milk distributed in Chicago under the low-cost milk program (at 5 cents a quart) and all such milk in St. Louis (where it is also sold at 5 cents a quart) is delivered to the families through the usual home delivery routes of the dairy companies.

In New York City, a pint-a-child relief milk program is in operation. Under this program the city government prints up milk tickets, each one of which is worth 5 cents. These tickets are then issued to all relief families having children under 16 years of age. The tickets, redeemable at any retail store at one quart of milk for a 5-cent ticket, are issued in quantities sufficient to give each family a pint of milk a day for each child. Milk tickets are given in addition to the regular relief allowances made the families. As in the case of other relief milk programs, farmers accept a special relief price for this milk. In this program, however, the city pays 5 cents a quart, while the SMA pays the difference between the total cost of the milk and 5 cents.

A school milk program offers "penny milk" in schools in New York and Chicago. This scheme operates in much the same way as nickel milk. Here children can get a half-pint for 1 cent. The penny does not cover the cost of the half-pint of milk. That is where the Surplus Marketing Administration steps in, for besides organizing the plan, it makes up the deficit.

Any city where there is now a Federal Milk Marketing Agreement or order in effect is eligible to get any one of these programs into operation. Cities where such agreements or orders are in operation are: Boston, Mass.; Chicago, Ill.; Cincinnati, Ohio; Dubuque, Iowa; Fall River, Mass.; Fort Wayne, Ind.; Kansas City, Mo.; La Porte, Ind.; Louisville, Ky.; Lowell-Lawrence, Mass.; New Orleans, La.; New York, N. Y.; Omaha-Council Bluffs, Nebr.; The Quad Cities, Bettendorf, and Davenport, Iowa; Rock Island, Moline, East Moline, and Silvis, Ill.; St. Louis, Mo.; Shreveport, La.; Sioux City, Iowa; Toledo, Ohio; Topeka, Kans.; and Washington, D. C.

It should also be noted for consumers who don't live in these cities that experiments in "penny milk" programs are going to be made in cities where there is State, but not Federal control of milk marketing.

T

TRANSPORTATION. (See Hauling.)

U

UNITED STATES PUBLIC HEALTH SERVICE. (See Public Health Service.)

USE PRICE. (See Classified Price Plan.)

V

VITAMIN D MILK. Vitamin D, which is an essential nutrient in everyone's diet but is especially important for babies, young children, and expectant and nursing mothers, is found naturally in milk in amounts that vary, depending upon the feed of the cow and the season of the year in which the milk is produced. The amount of Vitamin D naturally found in milk may be increased in one of three ways—by adding some Vitamin D concentrate to the milk, by feeding the cows a Vitamin-D rich food, or by subjecting the milk to ultra-violet irradiation.

Milk that has been enriched in Vitamin D by one of these methods is commonly called "Vitamin D milk;" it usually costs more than ordinary milk. In considering the purchase of Vitamin D milk it is, therefore, important to find out how much Vitamin D it contains and to consider this potency in relation to Vitamin D needs for the day. One quart of fresh fluid Vitamin D milk on the market varies in Vitamin D potency from 135 to 400 U. S. P. (United States Pharmacopoeia) or International Units. Suggested daily allowances of Vitamin D for healthy infants and young children range from 400 to 800 U. S. P. or International Units a day. Many authorities consider 800 units desirable to allow for a margin of safety.

Some brands of evaporated milk are also fortified with Vitamin D by irradiation or by the addition of a Vitamin D concentrate at no extra cost to the consumer. The Vitamin D potency is stated on the can; study the label.

Powdered or dry whole milk may also be irradiated to increase its Vitamin D content. Again, read the label on the container.

Making Way for Defense

[*Concluded from page 6*]

homeless families, but rather a new design for living. Communities uprooted by land purchases will be recreated, not as the rural slums they were before, but as centers of personal relationships. The church, for example, will find a place on the site. The people who knew each other, exchanged neighborly favors and good deeds, will live near each other in the new community. Everything human and valuable about the lives of tenants and share croppers and farm laborers will be maintained, continued, cultivated in the new community.

Once the land is cleared, qualified tenants will be given an opportunity to buy farms. Cooperatives after the pattern of other FSA cooperatives will be formed.

Corporations with 2 million dollar budgets dazzle families that live on $200-a-year budgets, and it was some time before many of the families around Hinesville caught on. Once they did, they understood in a way it is impossible to understand these things unless you have both feet in the problem and your wife and kids standing by watching you.

One Hinesvile man put it this way: "I reckon it will work out; leastways, it will be what we make it." That's the idea.

Hinesville is the story of FSA and defense in the spring of 1941. Not the full story but enough to show that people themselves and people through their Government can turn crises to good ends, can take a defense program and give it an additional meaning, not only building great defense powder plants, but building themselves into stalwart and vigorous defenders.

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CONSUMERS' GUIDE

APRIL 15, 1941

MOVIES

REA

SOIL SAVERS

MILK

CONSUMERS' GUIDE

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THE BRITISH NAVY, on the eve of Trafalgar and Aboukir, with Lord Nelson (then Rear Admiral Horatio Nelson) on the quarterdeck isn't a place you would look for signs of a consumer movement.

And while the consumer movement is sometimes regarded as embattled, a mutiny in His Majesty's Navy (His Majesty was then George III) is the last place you would usually go prodding around on the watch for an historical note on honest weights and measures.

Off the English coast at Spithead, however, on the 18th of April in the year 1797, the seamen in the Royal Navy mutinied, and refusing to obey orders, they dispatched a petition to the Lords Commissioners of Admiralty which reads very much like a petition consumers might indite today.

"My Lords, (the petition begins) We, your petitioners, beg that your lordships will take into consideration the grievances of which we complain, and now lay before you.

"First, That our provisions be raised to the weight of sixteen ounces to the pound, and of better quality;

"Secondly, That your petitioners request your honours will be pleased to observe that there might be granted a sufficient quantity of vegetables . . ."

The 16-ounce pound the sailors asked for arose from the fact that sailors' rations were issued in kind. Naval regulations stipulated that a pint of this and a pound of that should be issued to each man each day. When a pound was issued, however, the quartermaster rationed it out in 14-ounce pounds.

Richard Parker, the leader of the mutiny, was hanged from the yard-arm on June 30, 1797, and the mutiny suppressed.

Whether or not the naval ratings got the honest weights and measures, the better quality of food, and the sufficient quantity of vegetables they asked for is not known.

The mutineers' demands, however, have achieved a kind of immortality. Consumers to this day have not left off demanding full weight and measure. They, too, recognize the importance of a sufficient quantity of vegetables in their diets.

It should be noted, too, that hanging is no longer a consequence in democratic countries of asking for full weight and measure, for grade labels, or for a sufficient quantity of vegetables, though mutiny does have dire punishments if it exists anywhere outside the movies.

OHIOANS THESE MORNINGS are eating better eggs than they ever ate before, and the reason is they are buying more Government graded eggs than ever before. During 1940, the Federal-State grading service in Ohio graded some 444,000 cases of eggs (more than 13 million dozen). That was 8 times as many eggs as were graded in 1932, the first year of the grading service. What's more remarkable than the 800 percent increase in eggs graded is the fact that each year the eggs are graded, they get better and better. During 1940, more than 39 percent of the eggs graded U. S. Extra (Grade A).

"The reason I support grades and standards for consumer goods," almost any consumer will say, "is because I have a right to know what I am buying when I buy it. When I pay 35 cents for a dozen of eggs (or a pound of beef) I want to know whether the quality of the product is good, fair, or indifferent. Quality designations tell me."

No one can deny the truth of that, but now the Ohio experience offers another good reason for grades and standards. People are willing to pay more for better quality goods than they will pay for inferior goods. Farmers (to take one kind of producer), in order to get top price, are willing to employ methods that produce top quality products to get the top prices. The next thing that happens is that this effort to produce top quality products raises the average for all the products. The use of grade labels, then, results in general quality improvement.

RED STRIPES ARE OKAY ON barber poles and peppermint sticks but they may be something else when they come on the cellophane wrappers of bacon.

Perhaps you have bought sliced bacon, packaged in cellophane, the wrapper striped red so that the bacon looked meaty and richly streaked with lean. Then perhaps you have gone home and pulled off the wrapper to discover that the product was not as lean as you had expected.

If you have had such an experience, then a red letter day for you will be October 1, 1941. On that day a new set of regulations will outlaw this practice for all meat products entering interstate commerce. The new regulations have been promulgated by the Secretary of Agriculture under authority of the Federal Meat Inspection Act.

Other practices which are strictly not cricket have also been ruled out of bounds, such as the use of tinted cellophane wrappers on hams and other smoked meats which might give people the impression that the product is more richly flavored and appetizingly smoked than it is.

Safeguards which have been required by the Federal meat inspection service remain in force; meat and meat products intended for interstate or export shipment must continue to be Federally inspected; labels on meat products must be approved by the meat inspection service; label statements and pictures must conform to Federal standards of truthfulness; cereal in sausage and similar products must be declared on the label.

The new rules, generally stated, require that meat or meat food products containing 2 or more ingredients must list the ingredients on a label in the order of their predominance. If there's more water in the sausage than cereal, then water goes ahead of cereal.

The new requirements permit consumers to know whether or not they are actually buying meat when they pay for it and think they are getting it.

The net weight of contents must be indicated on the label and the name and address of the packer must be noted on labels.

The regulations do not make it any less necessary for consumers to use their wits when they go shopping. Label statements can mean nothing to consumers if they don't read them and act on them.

●

CREDIT, AND OUR THANKS, for photographs go to: Farm Security Administration, top cover; U. S. D. A. Information, p. 5; Rural Electrification Administration, pp. 8, 9, 10; Forest Service, pp. 11, 12, 13, 14.

Consumer Food Quiz

Test yourself on some easy questions about the foods you need, buy, prepare, and eat

SOME DAY somebody may invent a quick acting poison for the makers of quiz contests, but until that happens we might as well get in our lickings.

It is almost 3 years since we last inflicted a quiz contest on our readers. That time the questions were about weights and measures. Thanks to the generosity of the Virginia Weights and Measures Association, we were able to offer a prize to the winner of that contest. This time we offer no prize. Nor do we suggest that you compete for the inestimable privilege of being named, in CONSUMER'S GUIDE, as "the winnah." The simple fact is this isn't a contest against anybody. It is just a list of questions to try out on yourself and, if you like, on the members of your family or of your consumer club.

To make sure we haven't made this contest too easy by letting you peek in the back of the book at the correct answers, we are reserving those for our next issue. Even if you succeed in answering all the questions correctly, we hope your success will not persuade you that you know all there is to know about good diets and wise buying of foods. We honestly believe, however, that you will have proved that you have made at least a start in that direction. If you insist on going farther and think another food quiz would help you in that direction, drop us a line. With a little encouragement, we might cook up another for you.

Most of these questions can be answered simply by a check mark. Be careful about some of them, however, which require more than one check to a question.

1. *Which kind of milk is safer to give a small child:*
   Raw
   Pasteurized
2. *Which 3 of these foods are especially recommended for their Vitamin C:*
   Cod liver oil
   Beef kidney
   Cheese
   Oranges
   Tomatoes
   Leafy vegetables
   Peanuts
   Cantaloups
3. *Which vitamin is most easily destroyed in cooking, canning, and storing:*
   A G B C
4. *Which is the best argument against adding soda to cooking vegetables:*
   It gives an artificial color.
   It lengthens the cooking time.
   It adds to the cost.
   It reduces the vitamins.
5. *The best way to prepare frosted or frozen vegetables is to—*
   Drop them immediately into boiling water.
   Place them in water at room temperature until thawed.
   Place them in the sun until thawed.
6. *Which 3 of these foods are the best food sources of Vitamin D:*
   Milk
   Egg yolk
   Oranges
   Beef juice
   Sugar
   Fish liver oils
   Oatmeal
   Oily fish
   Potatoes
   Cheese
7. *Which 2 of the following colors in vegetables is an indication of the presence of Vitamin A:*
   White
   Red
   Green
   Yellow
8. *Nutritional night blindness is caused by the lack of which nutrient:*
   Calcium
   Vitamin A
   Iron
   Vitamin G
   Phosphorus
   Iodine

9. *Which is nicotinic acid:*

A poison found in tobacco
A kind of drug
A vitamin found in certain foods
A stain remover

10. *Which 2 of these foods are good sources for calcium:*

Milk
Whites of eggs
Liver
White flour
Lemon juice
Sorghum sirup
Fish
Green vegetables

11. *How many ounces of evaporated milk will give approximately the same food value as a quart of whole milk:*

6 11 17 24 32

12. *In which month is the price of eggs usually the lowest:*

April November July January

13. *To preserve vitamins when cooking vegetables, it is best to:*

Cook them in the smallest amount of water possible
Use 2 cups of water for every cup of vegetables to be cooked
When the vegetables are half cooked, throw away the water and add fresh water to finish cooking

14. *Which of these statements is true and which false:*

Raw eggs are more digestible than cooked eggs. ——
Skim milk is fattening. ——
Black coffee is more stimulating than coffee with cream and sugar. ——
A brown shelled egg has more food value than a white shelled egg. ——
Pasteurized milk has no bacteria in it. ——
Applying raw meat to a swollen eye is the best way to reduce swelling. ——
Rich foods are indigestible. ——
It is dangerous to drink water with your meals. ——
All bacteria in milk are harmful. ——
White bread is more easily digested than whole wheat bread. ——
Lean meat in a shoulder of lamb has as much food value as lean meat in lamb chops. ——
Refined sugar has fewer food values than sorghum sirup. ——
Milk is "the one perfect food." ——
You can be sure you are getting tender beef if you buy the kind that is stamped with a round purple stamp. ——
It is always unsafe to keep food in open tin cans. ——
Children need more food in comparison with their size than adults. ——

15. *Which 4 of these foods are good sources for Vitamin B:*

Whole grain cereals
Orange juice
Cream
Green peas and lima beans
Pork
Water
Butter
Peanuts

16. *Homogenization is a process for:*

Sterilizing milk
Adding more cream to milk
Preventing cream from separating
Preventing milk from turning sour

17. *When the Government buys plain vanilla ice cream, a gallon of it must weigh at least:*

3 lbs. 4½ lbs. 5¼ lbs. 5½ lbs.

18. *If all the food eaten by the people in this country were divided equally, how many pounds would each person eat in a year:*

750 1,000 1,400 1,800 2,400

19. *How many families out of every 100 families in our country have a diet which food experts would call nutritionally good:*

23 27 39 51 66

20. *If every child got, in one form or another, three-quarters to one quart of whole milk a day and every grown-up got one pint of whole milk a day, how much more milk would we consume than we do now:*

2% 10% 13% 50%

21. *Which kind of flour is richest in vitamins:*

1 lb. ordinary white flour
1 lb. "enriched" white flour that conforms to Food and Drug tentative standards
1 lb. whole wheat flour

22. *Which 3 of these diseases can be transmitted through unsanitary milk:*

Tuberculosis
Scarlet fever
Pneumonia
Bright's disease
Tonsillitis
Diphtheria

23. *One pound of dry skim milk is the equivalent in food value of how many quarts of fresh skim milk:*

2 3½ 4¾ 5 6¼

24. *Put numbers in front of each of the following U. S. quality grades for beef to show in which order they come, from top to lowest quality grade:*

Commercial Good
Prime Utility Choice

25. *Best way to roast meat is:*

Cook it quickly in a very hot oven
Cook it slowly in a moderate oven
Start with a moderate oven and increase the heat steadily

26. *By law, butter which is sold from one State to another must contain not less than what percentage (by weight) of milk fat:*

89 80 85 91

27. *On the basis of quality, which of these pork products should normally sell at a lower price:*

Rendered pork fat
Lard

28. *Acidophilus is a kind of:*

Skim milk
Cheese
Buttermilk
Whole milk

29. *Which officer of the Federal Government has the power to define minimum standards of identity and of quality for foods:*

Attorney General
Federal Security Administrator
Secretary of Agriculture
Secretary of Commerce

30. *Vegetable margarines* $\left\{\begin{matrix}\textit{can}\\ \textit{cannot}\end{matrix}\right\}$ *be fortified with vitamins so that they are every bit as nutritious as the average butter.*

31. *Place the corresponding number in front of the raw material from which each type of sugar comes:*

1. Lactose
2. Sucrose
3. Maltose
4. Dextrose
5. Mannose

Berries
Corn
Milk
Cereals
Cane and beets

32. *Ordinarily butter costs consumers least in:*

November June April October

33. *To get safe results, which kind of canned vegetables should be processed in a pressure cooker:*

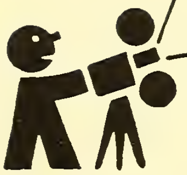
Acid vegetables
Non-acid vegetables

34. *What agency of the Federal Government must put its sanitary stamp on meat before it can be sold from one State to another:*

Public Health Service
Federal Security Administration
Department of Justice
Department of Agriculture

35. *Which 3 vitamins have the same values in International Units as in United States Pharmacopoeia Units:*

A, B_1, B_6, D, E, riboflavin (Vitamin G), panothenic acid.



Milk Movies

ONE PICTURE, you hear people saying, equals 10,000 words. One moving picture, by that measure, must equal 10,000,000 words.

It probably doesn't, for you'll notice the slogan comes in words and not pictures. But at that, pictures, and particularly moving pictures, can say things very effectively.

Consumers who form milk committees, for example, say: "If we only had a movie to say what we're saying! Then we'd get this thing across." By "this thing" they may mean:

(1) The need to get milk in adequate quantities to everyone;

(2) Information about how consumers can effect economies in milk distribution;

(3) Light on practices that prevent people from getting milk.

So far as CONSUMERS' GUIDE has been able to learn, there is no single movie now that does all 3 jobs. The movie that speaks direct to the subject of how to get more milk to more people and why that should be done hasn't been made yet.

There are many movies with milk as a subject. Some of them give a simple descriptive story of how milk gets from the cow to the consumer. Another important group tells why milk is valuable. A third group promotes some type of milk, milk product, method of processing, or activity of a milk company.

At least 30 milk movies produced by Government agencies, educational groups, and private companies have been reviewed by CONSUMERS' GUIDE. An effort was made to round up all available films on this subject, but no claim is made that the list given here is exhaustive.

If the consumer milk epic hasn't been produced yet, there are, nevertheless, a number of movies which are useful and informative enough to be used in consumer meetings, and in class rooms as a starting point for discussion.

Not all milk films measure up to the entertainment I. Q. of the epics you see in the neighboring movie. Nor are all of the ones listed here complete statements of the subjects they attempt to portray. However, all of them make you want to ask questions. When you and your neighbors are meeting as milk consumers, a movie that provokes good thinking is all to the good if the discussion goes to the heart of the problems portrayed.

Just to help along such discussion, a question that might occur to you after seeing each of the milk films is indicated here along with the listings of films. Other questions will occur to you.

Consumers who want further information about milk films are invited to write to the CONSUMERS' GUIDE, U. S. Department of Agriculture, Washington, D. C.

Films Suitable for Adults:

AMERICA LEARNS TO FLY. 1 reel, 16 mm, sound. Available free, along with several hundred other motion pictures, to organizations paying a $2.00 annual registration fee. Motion Picture Bureau, Division of National Council, Y. M. C. A., 347 Madison Avenue, New York City; 19 South LaSalle Street, Chicago, Illinois; 351 Tuck Street, San Francisco, California; 1700 Patterson Avenue, Dallas, Texas.

Up in the air with commercial and military pilots. Shows how important milk is in the diets of aviators.

Here are some motion pictures that nibble, at least, at some of the problems consumers meet when they try to get more milk to more people

Question: If milk helps keep aviators healthy, does the lack of it affect slum children?

DAIRY PRODUCTS. 1 reel, 16 mm, silent. Available for rental in photographic stores in most communities where films are rented. Produced by Films of Commerce, 21 West 46th Street, New York City.

From the cow in the pasture to the dairy products on the table at home.

Question: How do nutritionally equivalent amounts of the different kinds of dairy products sold in your community compare in cost with a quart of whole milk?

THE EIGHTY YEARS. 2 reels, 16 mm, sound. Rental $1.50. Exhibitor must pay express. American Museum of Natural History, Central Park West at 79th Street, New York City.

A large New York dairy describes the development of modern milk processing and distribution during the last 80 years with particular reference to the contribution the founder of the dairy made to sanitary milk.

Question: Which services supplied by modern milk companies would you do without if, by going without them, you could save money?

GETTING YOUR MONEY'S WORTH. 1 reel, 16 mm, sound. Address inquiries to Victor Kandel, 801 Brooks Lane, Baltimore, Maryland.

A consumer organization points out the excessive premium which used to be charged in one city for Grade A over Grade B milk.

Question: How much per pound do you pay for butter in the form of butterfat in the milk you buy?

LOUIS PASTEUR, THE BENEFACTOR. 2 reels, 16 mm, sound. Free to residents of the State of New York. Obtainable from the Bureau of Visual Instruction, Division of Public Health Education, New York State Department of Health, Albany, New York.

High lights in the life of the discoverer of pasteurization.

Question: What are the regulations in your city controlling the safety of your milk supplies?

MAKING AMERICAN CHEESE IN A MODERN WISCONSIN CHEESE FACTORY. 2 reels, 16 mm, silent. Free. Exhibitor must pay return parcel post charge. Damrow Brothers Company, Fond du Lac, Wisconsin.

A detailed description of how American cheese is made.

Question: How do you know the quality of cheese you buy?

MILK DOLLAR. A slide film with sound accompaniment. Running time 28 minutes. Free on loan, but exhibitor must pay express charges. Milk Industry Foundation, Chrysler Building, New York City.

A cast of farmers, distributors, consumers, and workers talk over the economics of milk.

Question: What questions would you have asked if you had been the consumer in the picture?

MILK FROM FARM TO TABLE. 1 reel, 16 mm, sound. Rental $2.00 for one day's use. Exhibitor must pay express. Donavin Miller Productions, Hollywood, California.

A sound picture describing the handling of milk from the cow to the consumer.

Question: At what points in the flow of milk from the farm to the city could there be greater economy?

MILK PARADE. 2 reels, 16 mm, sound. Free on loan. Exhibitor must pay express charges. Milk Industry Foundation, Chrysler Building, New York City.

How the milk industry operates from the cow to the milkman.

Question: How many milkmen deliver milk to families living in your block? Does milk delivered at your house cost more than milk sold at stores?

MILK PRODUCTION AND PASTEURIZATION. 2 reels, 16 mm, silent. Free to residents of the State of Illinois. Exhibitor must pay express. Illinois Department of Public Health, Division of Sanitary Engineering, Springfield, Illinois.

A description of milk production and pasteurization with particular emphasis on sanitation.

Question: Do sanitary regulations in your city keep out milk that is safe? Are there any regulations that needlessly add to the cost of milk?

MIRACLE OF MILK. 1 reel, 16 mm, sound. Free to residents of the State of New York, obtainable from the Bureau of Visual Instruction, Division of Public Health Education, New York State Department of Health, Albany, New York. Film sponsored by the New York State Bureau of Milk Publicity.

Traces milk through history from caveman days to the present.

Question: In what ways could your city increase general understanding of the nutritional importance of milk?

MIRACLE OF THE MEADOWS. 2 reels, 16 mm, sound. For sale, $50. A Donavin Miller production sold by Hollywood Film Enterprises, Inc., Hollywood, California. For rent from film libraries in most cities.

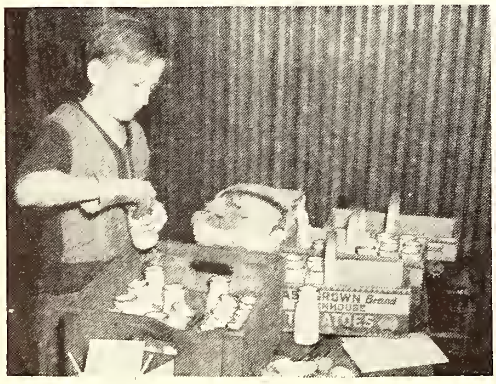
Production of milk from cow to consumer with special attention to the production of raw milk.

Question: Has your city adopted a standard milk ordinance recommended by the United States Public Health Service?

MODERN MILK. 1 reel, 16 mm, silent. Free. Exhibitor must pay return express. Evaporated Milk Association, 307 North Michigan Avenue, Chicago, Illinois.

Film produced 10 years ago, but still provides an interesting account of the early use of milk, the development of evaporated milk, and the importance of evaporated milk in the diet.

Question: In your city, how does the cost of 17 ounces of evaporated milk



(approximately the nutritional equivalent of 1 quart of fresh whole milk) compare with the cost of 1 quart of fresh whole milk?

More life in living. 1 reel, 16 mm, sound. Available free, along with several hundred other pictures, to organizations paying a $2.00 registration fee. Motion Picture Bureau, Division of National Council, Y. M. C. A., 347 Madison Avenue, New York City; 19 South LaSalle Street, Chicago, Illinois; 351 Tuck Street, San Francisco, California; 1700 Patterson Avenue, Dallas, Texas.

How milk puts nutritional oomph in the diet.

Question: Does milk, or any other food, contain all the different kinds of nutrients a person needs each day?

Out of the shadows. 2 reels, 16 mm, sound. Free in certain communities. For further information write Wisconsin Alumni Research Foundation, Room 100, Bascom Hall, Madison, Wisconsin.

A dramatic exposition of the importance of Vitamin D in the diet.

Question: Does Vitamin D milk cost more than ordinary whole milk in your city? Is this the most economical form in which to buy the amount of Vitamin D a one-year-old child should have each day?

Sunshine makers. 1 reel, 16 mm, sound. Color. Free to residents of the State of New York, obtainable from the Bureau of Visual Instruction, Division of Public Health Education, New York State Department of Health, Albany, New York.

A humorous colored cartoon whose humor tends to emphasize the value of milk in the diet.

Question: Has a survey ever been made in your city showing how many children receive less than 1 quart of milk each day?

Tip tops in peppy land. 1 reel, 16 mm, silent. Free to residents of the State of New York, obtainable from the Bureau of Visual Instruction, Division of Public Health Education, New York State Department of Health, Albany, New York.

Partly animated film which illustrates the importance of milk as a source of food elements essential to growth and health.

Question: Does your city health department have any reports indicating the prevalence of those diet deficiency diseases due to the inadequate use of milk?

A way in the wilderness. 2 reels, 35 mm, sound. Not obtainable by consumer groups, but consumers may obtain a showing in their town by requesting its showing by their commercial motion picture theater. Produced by Metro-Goldwyn-Mayer Pictures.

A dramatic account of how a doctor in the United States Public Health Service found a cause and cure of pellagra.

Question: Were any cases of pellagra reported in your city last year? If you know that adequate quantities of milk in the diet can prevent pellagra, what's the next step?

White magic. 2 reels, 16 mm, sound. Rental $1.50. Exhibitor must pay express. American Museum of Natural History, Central Park West at 79th Street, New York City.

A large dairy company in New York City describes the handling of milk from the farm to the consumer with especial emphasis on the technical equipment used.

Question: Are the economics of milk distribution more or less old fashioned than the technical devices used?

The work of the united states public health service. (Reel 5, Discovery of the Cause of Pellagra.) 1 reel, 16 mm, silent. $1.50. Exhibitor must pay express. Bray Pictures Corporation, 729 7th Avenue, New York City.

Produced under the direction of the United States Public Health Service, this film tells of the discovery and the cause of pellagra.

Question: Does your city health department report any cases of pellagra?

Films Suitable for Children:

Food and growth. 1 reel, 16 mm, silent. Purchase price $24.00. Eastman Kodak Company, Rochester, New York. Intended for use in school, but interesting enough to be shown to adults.

A pictorial account of an experiment with rats and milk in a school room.

Question: If a rat suffers so from lack of milk, what happens to a child in a family that can't afford to buy all the milk the child needs?

Films Intended for School-Room Use:

Good foods, milk. Quarter reel, 16 mm, silent. Purchase price $6.00. Eastman Kodak Company, Rochester, New York. Designed for use with very young children.

Emphasizes the nutritional value of milk.

Milk, the master builder. 1 reel, 16 mm, silent. Rental $1.00. Exhibitor must pay express. National Motion Pictures Company, Mooresville, Indiana.

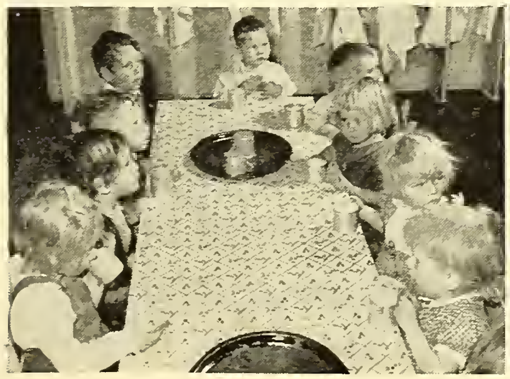
Importance of milk in a healthful diet.

How we get our milk. 1 reel, 16 mm, silent. Rental $1.50. Exhibitor must pay express. Bell and Howell Company, 1801 Larchmont Avenue, Chicago, Illinois.

Simple description for use in elementary grades of the route milk travels from farmer to consumer.

Milk. 1 reel, 16 mm, sound. Rental $1.50. Exhibitor must pay express charges. Bell and Howell Company, 1801 Larchmont Avenue, Chicago, Illinois.

Emphasizes the precautions necessary to safeguard public health in milk production.



More Faucets for farm homes

A PUMP, a pipe, and a tap spell the finish to this kind of drudgery. Someone in the average faucetless farm family walks the equivalent of the distance from New York to Texas every year to get water. So far only 1 out of 6 farm families getting electricity cooperatively has installed modern plumbing, but REA is now helping to increase the number.

IF ALL the footsteps taken by a farm family, without running water in the house, in carrying water from the well to the house were laid end to end—they would stretch from New York to Texas.

That's what one mathematically-inclined Sherlock Holmes has figured out, for what it's worth. The average farm family, he discovered, uses 200 gallons of water a day. The average farm well on a farm where water is not pumped into the house is 253 feet from the house. From that beginning, this figure sleuth concluded that to get its annual supply of 304 tons of water, the typical farm family unblessed with running water in the house has to make a pilgrimage each year that would reach from New York to Texas.

Forget this statistical oddity and look into its implications. They become convincing arguments for running water and modern plumbing in every farm home. But the sobering fact is that many farm families believe they can't afford running water, modern plumbing, or automatic pumps. People who live on such farms cart water from well to house out of necessity, not because they think it is good for the figure.

Some of these families, given the chance to cut costs and stretch out payments, might be able to lift themselves out of this faucetless existence. At least, that's the hope of the Rural Electrification Administration. This year the REA expects to bring modern plumbing within the reach of thousands of farm homes by helping families to buy the equipment cooperatively and by extending to them small loans against future earnings to supplement the cash such families have for this purpose.

PIPING WATER INTO THE HOUSE DOES several things. Most important, it takes some of the drudgery out of the business of running and operating a farm. It helps to increase the money income from farm operations. It protects the health of the family.

There is, then, the need and desire for modern plumbing by thousands of farm families. But up against this fact is the hard reality that many thousands of these families lack the cash or financial security to go into town and order the $200 to $300 equipment that would free them from the drudgery of water carrying.

REA officials, searching for an answer to this problem, have concluded that half the answer is in group purchase of plumbing equipment, and through installation of such equipment by actual participation of the farmers in the Self-Help Program. By group buying, farmers pool their buying power and clip some 30 to 40 percent from the price of bathtubs, sinks, pipes, drains, and other gadgets. The other half of the solution is to extend loans to farm cooperatives so that their members can borrow at low interest against future earnings the additional cash they need to buy now.

THIS IS NOT A NEW IDEA. THE REA HAS loaned millions of dollars to its 400 farmer co-ops for group purchase of electrical equipment and wiring. Money loaned to a co-op is then reloaned to the co-op's members. Over a period of 6 years, over 7 million dollars has been loaned in this way to make easier the electrification of the farm home. Individual loans have averaged about $150 each.

One out of 6 REA co-op members, helped by this loan and cooperative purchase pro-

REA shows farm families how cooperative buying can bring more plumbing facilities and greater comfort into the home

HEALTH DIVIDENDS begin to pile up for the youngest to the oldest members of the family when a bathroom is possible. Group purchase and cooperative action bring running water to many farm families who otherwise would be unable to afford it. The Rural Electrification Administration hopes to have 100,000 bathrooms installed under its new plumbing program, developed through REA cooperatives.

gram, have installed a plumbing system which plugs into the electric current made available over cooperatively-owned electric wires. The other 5, while they have the current right there ready to go to work for them, haven't as yet harnessed it to a pump to supply running water.

A 3-point plan has now been set up by the REA to put more plumbing into farm homes. Point No. 1 is to pool purchases of co-op members and thus slash 30 to 40 percent off the list price of equipment they buy.

Point No. 2 is to finance plumbing purchases through REA loans, and allow members to repay the loans over a period of 5 years.

Point No. 3 is to cut installation costs one-half to three-quarters by assisting farmers, under supervision of practical plumbing coordinators, to participate through the Self-Help Program in actual installation of the plumbing equipment in their own homes.

Getting around expense barriers this way won't bring plumbing to every REA co-op member who does not have it already. But it may solve the problem for those who can buy plumbing if costs are cut and credit advanced to make the purchase. REA officials expect to help 100,000 co-op members install plumbing this year under its 3-point program.

SETTING THIS COOPERATIVE MACHINERY IN action, the REA begins with an educational program. This is accomplished through cooperation with County Agents, Home Demonstration Agents, local schools, clubs, and farm organizations. Co-op members are urged to discuss the program among themselves, and to study carefully literature describing the program distributed by the REA. Sometimes they may call in a Government official or field representative to explain the program more in detail. Purpose of the meetings is first to decide whether the co-op members feel able to afford this new expenditure; and, second, to consider exactly what plumbing equipment they want if they decide on a program.

A demonstration installation is made in one of the co-op members' home and his neighbors invited in to see for themselves how the equipment aids efficient household operation and farm management. Or at the invitation of the co-op, local plumbers may set up complete kitchen and bathroom equipment in the school house and give the cooperators the opportunity to decide for themselves the merits of one type of equipment over another. Sometimes a trailer completely fitted out with modern plumbing equipment is sent to outlying areas under REA auspices to demonstrate first-hand what kind of equipment the co-op may purchase.

Next step is a poll of all co-op members to see how many are in favor of putting the program into effect. If a minimum of 25 or 50—depending on the local co-op—want it, the directors of the co-op meet to vote on the plan. If they favor it, an application is made for a loan from the REA.

But before the REA application is filed, the directors do two things.

FIRST, THEY APPOINT A CREDIT COMMITTEE to investigate each and every application. It is the committee's responsibility to see that the co-op will be repaid every cent it lends. It must also be sure that any member joining in the purchase plan won't be doing it at the expense of cutting down on his other living expenditures.

Members of the credit committee, being friends and neighbors of the loan applicants, have little difficulty in passing on the reliability and character of all applicants. They may request a financial statement as evidence of the applicant's ability to advance the 5 percent down payment required with every application. Likewise, that statement is used to determine how repayments on the loan should be made—monthly, every three months, or semi-annually.

Perhaps the committee asks for details on the applicant's crops. If he is a dairy farmer, it may want to know if he has a regular outlet for his milk.

When the committee has passed on all applications and indicated which it approves, the directors take their next step. They ask for bids from all local dealers for 50 bathtubs, or 42 pumps, or 60 sinks, whatever the co-op members may want. The REA recommends specifications for all these products which the co-op may or may not base its purchases on.

AS SOON AS THE BOARD KNOWS HOW MUCH money will be needed, it makes application for a loan to the REA. Before the loan is granted, the REA passes on all bids and equipment decided upon.

Money from the REA is loaned at 2½ percent. It is reloaned to the individual co-op members at 5 percent. The difference is used to cover administration expenses of the plan, such as the hiring of a plumbing coordinator to supervise all installations.

The plumbing contractors bid on the basis of "package plumbing." That is, if 50 bathtubs are bid on, the price must include everything needed for the installation, down to the last pipe and washer. On completion of the installation, the plumber is paid in full. But the co-op member has up to 5 years to repay his loan. Payments are added to his monthly bill for electricity received from the co-op.

There is an in-between step that takes place sometime between the start of the promotional program and the final application for the loan. That is the "demonstration installation."

The demonstration is organized for the dual purpose of helping members lop off part of the labor costs, and to teach co-op members themselves through Self-Help methods how to assist in installation of plumbing under practical supervision. Set up in a tent, a local classroom, maybe at a member's home, or even in a trailer, the school is in session for 3 or 4 days, and then moves on to another county for a repeat course. Going to "school," members learn how to handle tools of the trade, and become adept at reading a blueprint or threading a pipe. One of the by-products of the plan, REA officials feel, will be that some of the farm boys will decide to go ahead from this beginning and become practical mechanics.

Students at the school attend but few sessions before they are ready to handle a monkey wrench, pliers, and other tools of the craft. Once they have learned pipe fitting, methods of laying out a sewage disposal system and drainage bed, and how to build a septic tank and concrete drainage tile, the co-op members are ready to go to work.

Tools are bought by the co-op, then rented out for a few dollars a week to families participating in the Self-Help Program. Onto the co-op's payroll goes an experienced plumbing coordinator who supervises all installation activities and performs the more complicated tasks. Cost of hire of the coordinator comes out of the co-op's treasury. Once trained, the co-op members form Self-Help "teams" and go from house-to-house laying pipe and installing fixtures in their own and their neighbors' homes. They are paid a small amount to compensate them for time lost from their farm duties.

Ordinary consumers, when they go to shop for plumbing equipment and fixtures, have to buy by guess and by gamble since there are no consumer quality standards to guide their choices. REA consumers can buy their plumbing articles by specification. REA has seen to that.

Specifications have been drawn up by REA for all the different types of articles which the farm family members might want to acquire. These specifications describe in minute detail the quality of material and construction which are desired. They are based in part on prevailing practices in the plumbing manufacturing business, and in part on Federal specifications and approved specifications of the American Standards Association and the American Society for Testing Materials.

Not only does REA help these purchasers to order the equipment that will give satisfactory and economical service, but it helps them by checking on the products when the order has been filled. REA staff specialists check equipment to see that it meets the specifications. Installations are rechecked by State or county health authorities.

One of the first co-ops to institute the plan is the Blue Ridge Electric Membership Cooperative, at Lenoir, N. C. This co-op, with 3,000 members in 4 counties covering an area of 1,000 square miles, has 1,300 miles of electric lines. One week after it voted for the group purchase plumbing plan, 125 members had signed up. In the weeks that followed, several hundred more came in.

Buying by group purchase has meant definite savings to these families. Here is a comparison of the prices of some of the things they bought cooperatively, with what they would have had to pay if bought individually at the lowest available listing.

	Group Purchase	*Regular*
Water closet combination.	$15.51	$19.95
Lavatory combination.....	8.50	11.45
Bath recess............	29.71	36.50
Sink combination........	7.55	9.65
Range boiler...........	7.00	7.98
Electric water pumps.....	58.19	87.05
Water pressure piping....	13.79	17.30
	$140.25	$189.88

These prices were for "De Luxe" type equipment. For less artistry but still practical equipment, such as leg type tub instead of built-in tub, etc., prices as low as $98.76 make such equipment available through Self-Help and Group Purchase.

That's money in the pockets of the co-op members—if they have money in their pockets to begin with for the 5 percent down payment and installments for 5 years. If they don't, then it takes something more than a group purchasing plan to bring them modern plumbing.

SCHOOL DAYS under a tent top come to farm men and boys as part of the REA program. Licensed plumbers, hired by the co-op, teach co-op members the simple fundamentals of handling tools and installing equipment. That way installation costs are pared to a minimum. Plumbing experts supervise all installations.

Nicodemus and his father play a soil conservation game every city-minded person can play when he goes driving in the country

Soil Conservation
for the Week-end Driver

POP WAS DRIVING and young Nicodemus was hanging over the front seat trying to wheedle a sandwich out of the picnic basket in the back of the car where his mother was sitting.

Suddenly the car swerved in sharply, and Pop, his patience gone, pulled over to the side of the road.

"Either you sit still, young man, and stop knocking my elbow," he said very firmly, "or you'll be left at home next time."

Nicodemus, who was no fool, made a counter proposal.

"Then give me a piece of a cake," he said, "and play soil conservation with me while we drive along and I won't squirm."

Putting down his first desire to be the strong silent parent, Pop looked at Nicodemus and then said, "Soil conservation? Did I hear you say soil conservation?"

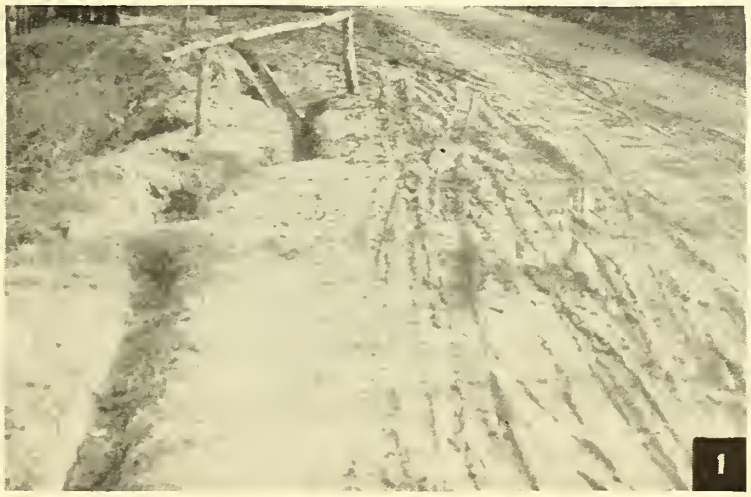
"Sure," Nicodemus said, "I learned it in school and it's a swell game. I bet I beat you. You get 10 points for pointing to anything along the road that shows where soil has been allowed to be wasted, and anything that shows people are saving the soil."

Pop took a hitch in his collar, swallowed, and then very meekly said, "All right."

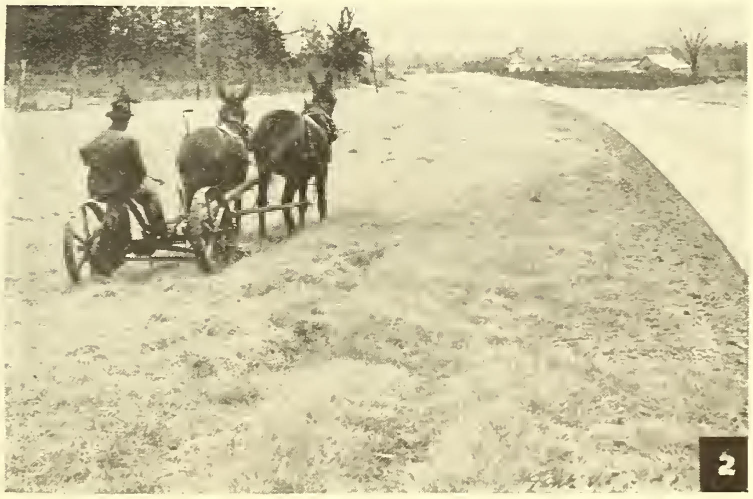
Nicodemus' mother said smugly from the back seat, while she handed over the slice of cake, that his father was sure to win at a game like that. He was brought up on a farm.

But before Nicodemus' father could even say Jack Robinson, Nicodemus scared the lights out of him by shouting, "10 points,"

1. Look at unprotected shoulders on the side of the road as you drive along. They are an invitation to soil wastage.



2. How close to the road does the vegetation grow? It can prevent soil from being washed away by draining water.



and thrusting his finger against the windshield.

"See, Pop, where that gully is forming beside the road? That's from water running off the road. That gully's going to get bigger if something isn't done about it."

"Okay, you win on that," his father conceded.

"Ten more points," Nicodemus said suddenly.

"You're just pointing to the side of the road again," his father protested.

"Sure," Nicodemus explained, "because this is different. You get 10 points when you see something wrong, and 10 points when you see something right."

"What's right?" asked his father.

"What somebody did here to keep the rain washing off the road from making a gully. Don't you see? They planted some bushes on the shoulders of the road to hold the soil."

"Nicodemus is right, Pop," Nicodemus' mother chimed in.

"Sure," Nicodemus said, "if you don't tie down the soil alongside of a road, the erosion will wash away the road after a while, and it will gully up the fields beside the road."

"Ten more points! That's 30!"

Pop cringed. "You don't have to shout so," he complained. "What is it this time?"

"Over there," Nicodemus said loftily, "down at the bottom of that corn field. See where the rain has washed down the hill and made gullies?"

"Isn't Nicodemus smart, Pop?" his mother wanted to know.

"Forty points," Nicodemus said. "See there? That farmer has planted his crops in ribbons. First some corn, then something else. That's what they call strip cropping."

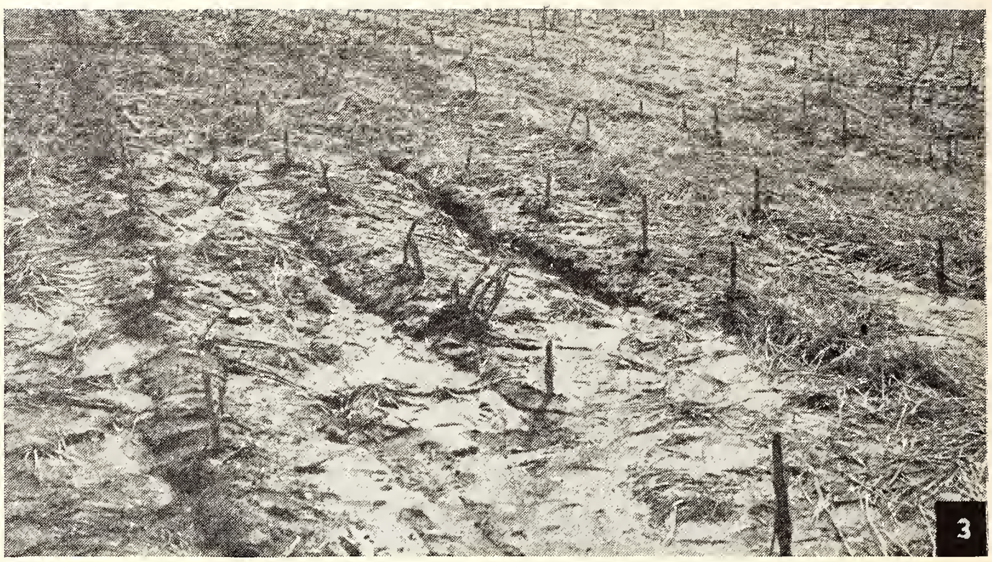
"Never heard of it," Nicodemus' father grunted.

"That's no proof, Pop, just the same, you've got to admit that," Nic's mother remarked.

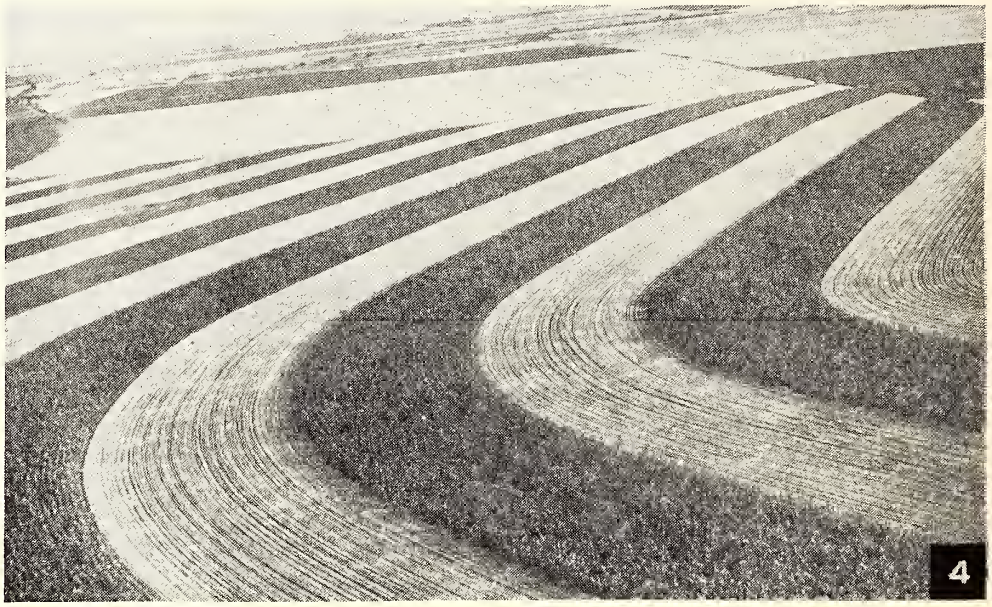
While Nicodemus and his father were both watching like hawks for their next 10 points, Nicodemus' mother looked out of the car window. "Look at that run-down old house," she said. "That must have been a beautiful mansion years ago."

"Momma gets 10 points," Nicodemus said. "When you see fine old houses run down like that, you can bet your boots that someone didn't look after the land right. It got poor first, then the people got so poor they couldn't keep the house right."

"Well, son, you may be right. And again you may not be. But there's enough truth in what you say to let it pass."



3. Do furrows go straight up and down hilly fields? If they do, look for gullies and rills at the ends of the furrows.



4. That sloping land is a sight to give you hope for the future. Alternating strips of corn and oats hold the soil down.

5. No sign says this is a memorial. It is—a memorial to topsoil that has gone, leaving the land productive only of poverty.

6. Terracing is the way farmers make level land out of hillsides, to slow down waters that would carry away fine soil.

7. When trees are cut or burned, rain has its chance to drain off the slopes to make gashes and gullies in hollow places.

8. The tree roots hold the soil so firmly only the most stubborn kind of abuse will make them let the earth go.

The car continued for a mile or so then came a shout from Nicodemus' father.

"Ten points," he shouted. "I see something, I don't know what it is, but it has something to do with soil conservation. Over there. See those things that look like terraces?"

"They are terraces, Pop. You win. That farmer has terraced the slopes on his farm so the rain won't rush down the hill. Each level of the terrace slows down and holds up the water."

"Ten more points," Pop stammered.

"You better be careful how you drive," Nicodemus' mother said warningly.

"Over there," Pop pointed. "The top of that hill looks bad. They've cut the trees away and now you can see how that hilltop has eroded because there is nothing growing there to hold the soil."

Nicodemus started to explain, but then the banks of a little gully stream came in view and Pop scored 10 more points.

"Look at those roots of those trees along that stream. That's where the rain, washing down the hill, has washed away the soil around the tree roots. But the roots are still holding on like dear life. Holding to every bit of soil they can."

"Pop, you're poetic," Nicodemus' mother said.

"Ten more points," Pop said, scoring while he could. "Over in the woods there. You see all the dead leaves on the ground. Where there's forest litter like that you don't have to worry about soil erosion. The leaves and tree roots keep the water from running away and carrying the soil with it.

"But over across there," Pop pulled over beside the road and parked. "See there where the woods have been burned and cut away. Look at that gully forming."

Pop turned to Nicodemus and smiled broadly. "We're even, aren't we, Nicodemus? Forty all?"

Nicodemus was licking crumbs of cake off his hands.

"If that's so, let's beat it. I've got to get more points."

While Pop was shifting gears, Nicodemus almost stood up in his seat. "Up there. Look! Contour planting. That's what it is."

"Look how pretty it is," Nicodemus' mother explained admiringly. "See how it curves."

"Of course it curves," Nicodemus explained. "Instead of ploughing straight up and down the hill, that farmer had the good sense to plough around the hill so each row of stuff acts like a dam to hold up the water and earth from washing down hill."

The car curved around a hill then and suddenly below the valley cupped. Looking down Nicodemus' father pointed to a stream curving along the flat earth in the valley like a band of silver ribbon.

"No soil erosion down there," Pop said, relaxing.

Nicodemus, however, seemed to be twitching in his seat. The road curved again, and off in the distance they could see the strong slanting concrete shoulders of a dam.

"Sixty," shouted Nicodemus.

"Sixty, what?" his father said calmly.

"That dam. That makes 10 more points for me."

"Are dams part of soil conservation?"

"They are, if they are built right."

"Okay, then 60 for you, son."

There were a few minutes of silence, relished by Nicodemus' mother, but soon he was at his game again.

"There's something I ought to get 100 for. Look!"

"I don't see anything," said his father.

"I do. I see a Soil Conservation Service sign. That means the Soil Conservation Service of the Department of Agriculture is working with the farmers in an erosion control project."

"Nicodemus," his mother exclaimed in surprise. "Where did you learn those big words?"

"Come on," his father sighed. "Let's stop and eat our lunch."

Turning to Nicodemus as he opened the door of the car to get out, he spoke wearily, "Remind me," he said, "to knock your ears down when I get home and to double your allowance. That boy's sure learned something at school, hasn't he, Ma?"

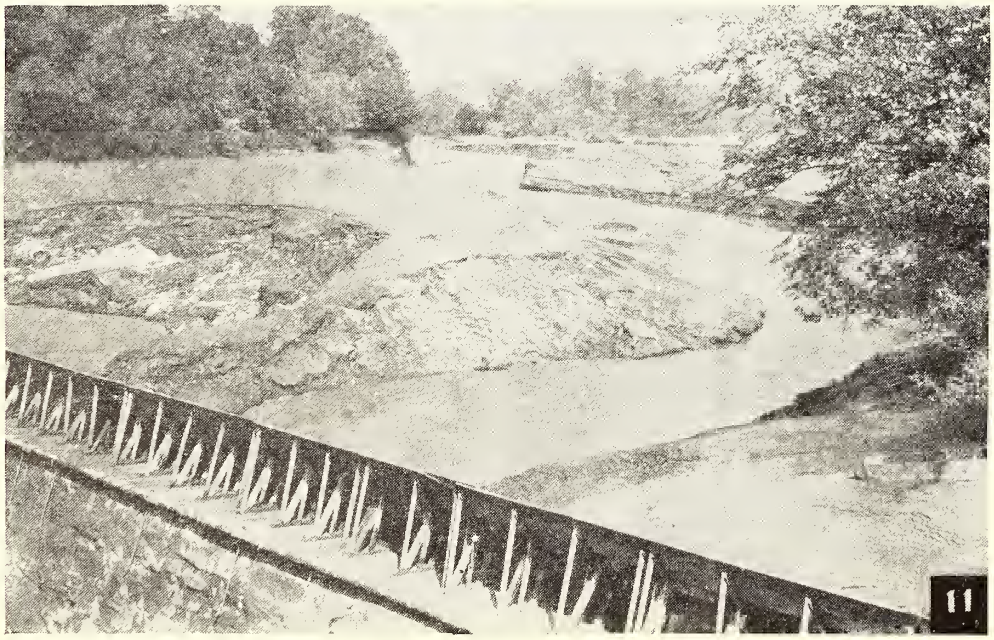
Ma beamed proudly. "And to think," she added, "he's never lived on a farm."

9. Twigs, leaves, and litter withstand a thousand rainstorms and keep the forest floor unmarred by gullies or erosion.

10. Ploughing in a curve to fit the slope shores up the land.

11. The silted sand bar in the reservoir was topsoil washed off farms and carried down the river.

12. The sign post points to the future—better land and better living.



Milk Glossary for Consumers

PART XIII

*Final words in the language used by consumers who work on milk**

VITAMINS. Vitamins are nutrients that are essential to health at all ages but are particularly important during the period of growth and development prenatal as well as postnatal.

Though vitamins are frequently described as body regulators, some of them are important also to specific body structures. To classify vitamins according to one type of function is, therefore, somewhat misleading. Vitamins differ from each other in chemical composition, but they are alike in one respect—each of them is required for normal nutrition in very small amounts.

Several essential vitamins are present in whole milk—2 of them, Vitamin A and riboflavin (Vitamin G), in important amounts. The amount of Vitamin A in whole milk varies with the cow's feed, and is therefore higher when the cows are on green pasture or when their winter ration is reinforced with feeds containing this vitamin. In general, summer milk is higher in Vitamin A value than is winter-produced milk.

The natural Vitamin D content of whole milk, like its Vitamin A value, depends upon the feed of the cow, but Vitamin D value depends also upon the cow's exposure to sunlight or to other sources of ultraviolet rays. (See Vitamin D Milk.)

Milk contains a small amount of thiamin (Vitamin B_1) and is an extremely small and variable source of ascorbic acid (Vitamin C). Evaporated (unsweetened) and condensed (sweetened) milks provide the Vitamin A, D, and G (riboflavin) content of the fresh milk from which they are made. They also provide some thiamin (Vitamin B_1) but are not a source of ascorbic acid (Vitamin C).

Powdered or dry whole milk contains practically all of the vitamin content of the original milk, except for Vitamin C.

Skim milks, both fresh fluid and powdered dry, are valuable sources of riboflavin (Vitamin G) and contain also some thiamin (Vitamin B_1). Skim milk is not an appreciable source of other vitamins.

Cheese in general provides riboflavin (Vitamin G), though some of the riboflavin content of the milk occurs in whey, a by-product of cheesemaking (See Whey). Cheese made from whole milk provides the Vitamin A and D content of the original milk.

Butter (See also Butterfat) provides most of the Vitamin A and D content of the original whole milk but is a more concentrated source of these fat soluble vitamins than is milk. However, the amount of Vitamins A and D present in butter depends upon the feed of the cows, and in the case of Vitamin D, upon the cow's exposure to sunlight or other source of ultraviolet rays. Butter also contains an insignificant amount of riboflavin (Vitamin G).

Cream provides varying amounts of Vitamins A and D, depending upon the amount of these vitamins present in the milk, and upon richness or the amount of butterfat in the cream. Cream also provides some of the riboflavin content of the milk.

WASTE. (See Economies.) Approximately half of the milk produced in the United States each year is manufactured into such dairy products as butter, cheese, and ice cream.

In the manufacture of butter, the milk fat is the important ingredient, while the other nutrients in milk are only used incidentally. Milk that is intended for use in butter is usually skimmed on the farm, the cream is shipped off to a creamery, and the skim milk is fed to farm animals.

Similar procedures are followed in the case of ice cream.

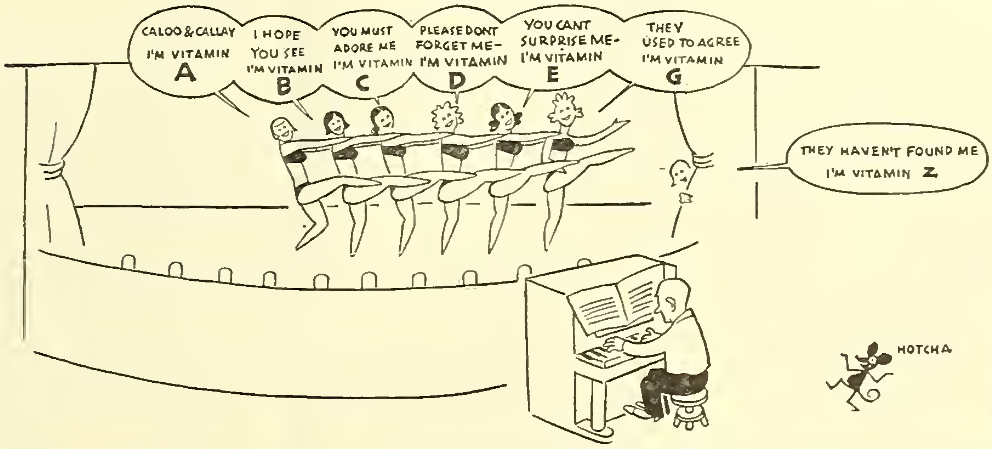
In the case of cheese, while the whole milk may reach the factory, some of the nutrients of the milk remain in the whey (See Whey), which is a natural by-product of cheesemaking. Whey is used to some extent in animal feeding but figures show that much of it is wasted. It has been estimated that between 4 and 5 billion pounds of whey are wasted each year, by allowing much of the whey to drain into sewers from the cheese factories.

WHEY. In the manufacture of cheese, part of the nutritive value of the milk goes into the cheese and part into the liquid residue, whey, which is a normal by-product of cheesemaking.

The food value of cheese, which represents much of the solids of the milk, has long been recognized. Cheese is an excellent source of protein and fat, is rich in calcium, phosphorus, and riboflavin (Vitamin G), and if made from whole milk or cream, the cheese contains such amounts of Vitamins A and D as were present in the original milk.

The food value of the whey has, however, been too largely overlooked. Whey contains a considerable amount of calcium and phosphorus, and a large proportion of the milk sugar (lactose) and considerable albumin (one of the proteins of milk), as well as a significant amount of riboflavin (Vitamin G).

Interest in the nutritive value of whey has led the U. S. Bureau of Dairy Industry to work out methods of using this liquid in appetizing and nutritious ways—in whey wafers, whey candies, and whey soups. If a commercially practicable method of salvaging the nutrients in whey can be developed, the effect will be to add a valuable quantity of highly important milk nutrients to the national diet.


CALOO & CALLAY I'M VITAMIN A
I HOPE YOU SEE I'M VITAMIN B
YOU MUST ADORE ME I'M VITAMIN C
PLEASE DONT FORGET ME— I'M VITAMIN D
YOU CANT SURPRISE ME— I'M VITAMIN E
THEY USED TO AGREE I'M VITAMIN G
THEY HAVEN'T FOUND ME I'M VITAMIN Z
HOTCHA

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* *Earlier installments in this series appeared in the August, October 1, October 15, November 1, December 2, December 16, 1940, January 15, February 1, February 15, March 1, March 15, and April 1, 1941, issues of* Consumers' Guide.

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BETTER BODIES

CONSUMERS' GUIDE

MAY 1, 1941

WOOL LABELS

JOHNNY SHOPS

COTTON HOUSE

FOOD QUIZ

CONSUMERS' GUIDE

MAY 1, 1941 VOLUME VII, No. 15

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Prepared by
Consumers' Counsel Division

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DID YOU GUESS RIGHT?

Here are the correct answers to the* CONSUMER FOOD QUIZ *published in the last issue of* CONSUMERS' GUIDE. *Check your answers against these, then give yourself any score you think you earned

1. Pasteurized milk is safer than raw for a small child—or for a grown-up, for that matter.

2. These 3 foods are especially recommended for their vitamin C: Oranges, tomatoes, leafy vegetables.

3. C is the vitamin most easily destroyed in cooking, canning, and storing.

4. The best argument against adding soda to cooking vegetables is that it reduces the vitamins.

5. The best way to prepare frosted or frozen vegetables is to drop them immediately into boiling water.

6. Of the foods listed, those which are the best sources for vitamin D are: egg yolk, fish liver oils, oily fish.

7. Green and yellow colors in vegetables are an indication of the presence of vitamin A.

8. Nutritional night blindness is caused by lack of vitamin A.

9. Nicotinic acid is a vitamin found in certain foods.

10. Of the foods listed, these 2 are good sources for calcium: milk, green vegetables.

11. 17 ounces of evaporated milk will give approximately the same food value as a quart of whole milk.

12. Eggs are usually lowest in price in April.

13. To preserve vitamins when cooking vegetables it is best to cook them in the smallest amount of water possible.

14. "Raw eggs are more digestible than cooked eggs." *False.*

"Skim milk is fattening." *False.*

"Black coffee is more stimulating than coffee with cream and sugar." *False.*

"A brown shelled egg has more food value than a white shelled egg." *False.*

"Pasteurized milk has no bacteria in it." *False.*

"Applying raw meat to a swollen eye is the best way to reduce swelling." *False.*

"Rich foods are indigestible." *False.*

"It is dangerous to drink water with your meals." *False.*

"For heavy physical work, you must have lots of meat." *False.*

"White bread is more easily digested than whole wheat bread." *False.*

"Lean meat in a shoulder of lamb has as much food value as lean meat in lamb chops." *True.*

"Refined sugar has fewer food values than sorghum syrup." *True.*

"Milk is the 'one perfect food'." *False.*

"You can be sure you are getting tender beef if you buy the kind that is stamped with a round purple stamp." *False.*

"It is always unsafe to keep food in open tin cans." *False.*

"Do children need more food in comparison with their size than adults?" *True.*

"All bacteria in milk are harmful." *False.*

15. Of the foods listed, these are food sources for vitamin B: Whole grain cereals, peanuts, pork, green peas, and lima beans.

16. Homogenization is a process for preventing the cream from separating.

17. When the Government buys plain vanilla ice cream, a gallon of it must weigh at least 4½ pounds.

18. If all the food eaten in this country were divided equally, each of us would eat 1,800 pounds.

19. 27 families out of every 100 in our country have a diet which experts call nutritionally good.

20. We would need 50 percent more milk than we now consume.

21. Of the 3 kinds of flour listed, 1 pound of whole wheat flour is richest in vitamins.

22. Tuberculosis, scarlet fever, and diphtheria can be transmitted through unsanitary milk.

23. One pound of dry skim milk is the equivalent in food value of 4¾ quarts of fresh skim milk.

24. Grades, from top to lowest quality are: 1. Prime. 2. Choice. 3. Good. 4. Commercial. 5. Utility.

25. The best way to roast meat is to cook it slowly in a moderate oven.

26. By law, butter sold from State to State must contain 80 percent milk fat.

27. Rendered pork fat should normally sell for less than lard.

28. Acidophilus is a kind of buttermilk.

29. The Federal Security Administrator has the power to define minimum standards of identity and of quality for foods.

30. Vegetable margarines can be fortified with vitamins so they are every bit as nutritious as the average butter.

31. Lactose comes from milk.
Sucrose comes from cane and beets.
Maltose comes from cereals.
Dextrose comes from corn.
Mannose comes from berries.

32. Butter ordinarily costs consumers least in June.

33. Nonacid vegetables should be processed in a pressure cooker.

34. The Department of Agriculture must put its sanitary stamp on meat sold from one State to another.

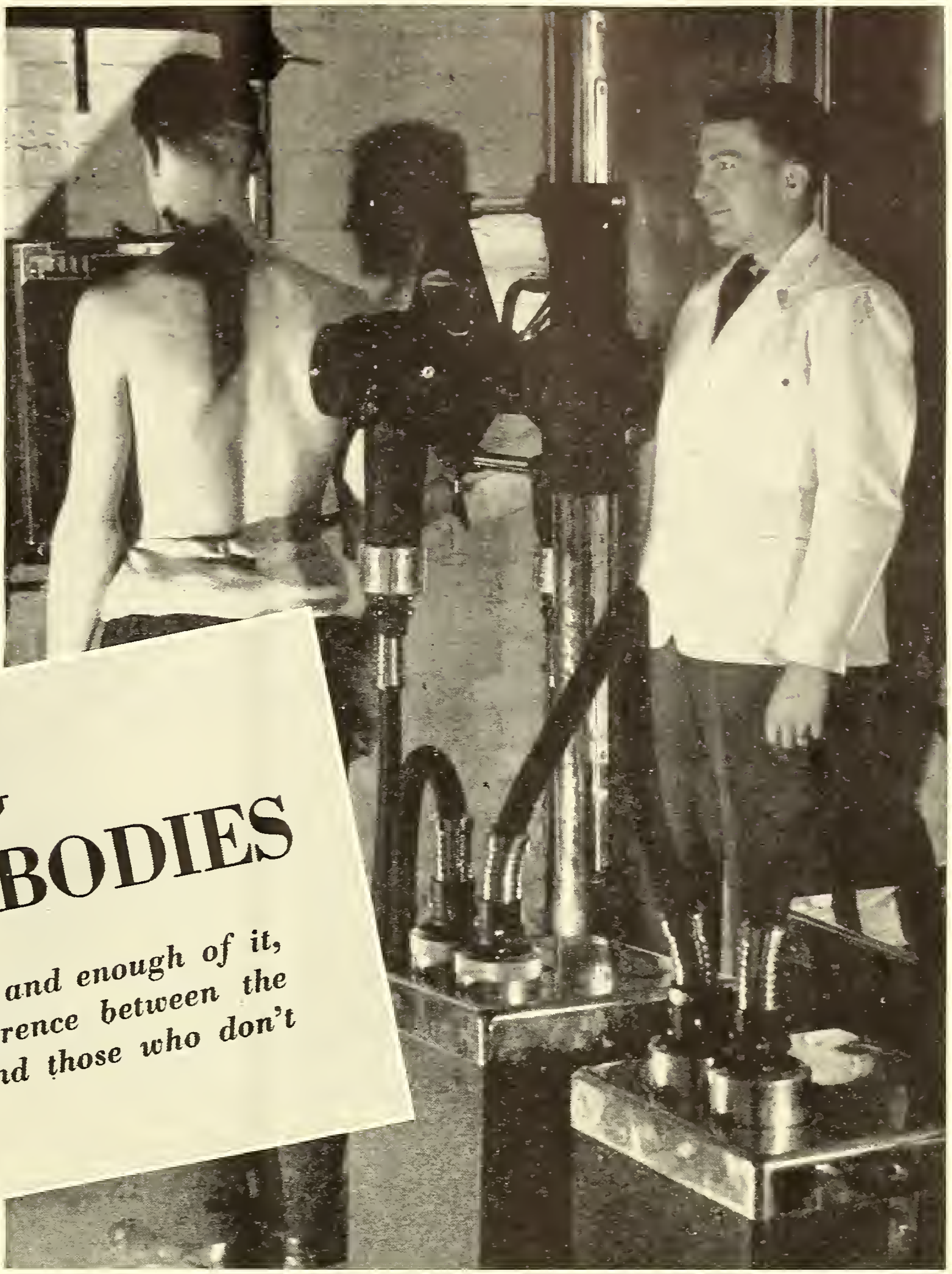
35. These 3 vitamins have the same values in International Units as in U. S. Pharmacopoeia Units: A, B_1, D.

DEFENSE PREPARATIONS don't ordinarily have repercussions in your shower bath, but here's one that does. The Army and Navy, beset by mildew on tent cloths, tarpaulins and sandbags asked for help from the Bureau of Home Economics recently and got it. A BHE researcher discovered that laundering a cloth the size of an ordinary shower curtain, with good laundry soap in enough soapy water to cover the fabric along with 5 ounces of cadmium chloride made it mildew proof. Five ounces of cadmium chloride cost about 40 or 50 cents at a drug store or chemical supply house.

You may not need this treatment for your shower curtain if you hang the curtain out in the sun for a couple of hours after it has become wet, or if you're careful to see that it dries quickly once it becomes wet, or if you make sure that it never hangs in wet folds. If mildew bothers you, however, the defense secret is your answer.

THANKS FOR PHOTOGRAPHS in this issue go to these agencies: National Youth Administration, top cover and pp. 3, 4; U. S. Bureau of Animal Industry, bottom left, cover; U. S. Extension Service, pp. 5, 6; U. S. Bureau of Home Economics, p. 7; U. S. D. A. Information Service, pp. 12, 13, 14, and cotton house on cover.

ONE-B DIETS show up eventually in Selective Service statistics. Out of a million men examined by Selective Service and Army physicians, 380,000 were found unfit. One-third of these rejections, says the U. S. Surgeon General, trace back to nutritional deficiencies.



BUILDING BETTER BODIES

Food, the right kind and enough of it, can make the difference between the boys who get by and those who don't

THE DOC straightened up, unhooking his stethoscope.

"All right, boy," he said, "You can put your clothes on. You're 1 B."

The One B was outraged. "Say, Doc," he protested, "I can sling a 100-pound sack of sugar over my shoulder and walk a mile with it. I can pick up the front end of an automobile. I ain't no Paul Bunyan, but I can outswing anybody you can name with an axe."

"I know," the Doc said kindly, "You're mean and tough, and you're hard as nails, but you're 1 B just the same.

"Go on. Get dressed," the Doc continued, "I want to talk to you."

The One B sat down on a wooden stool almost belligerently and began to pull his socks on.

"Now," the Doc said, sitting on the edge of his desk, "what do you do for a living?"

The One B helped his father work 4 acres of tobacco on shares. The Doc wanted to know if that meant his father was a tenant farmer. Yes, that was what he was. The One B was the second oldest child in his family. He had a brother who had gone off to work in the mills a couple of years ago, and there were 2 sisters and 2 brothers below him.

The Doc, not so much for his own information but to impress the One B with a point he wanted to make, asked what he and his family ate.

Mostly the old "3ms."

The Doc wasn't quite sure what the 3ms were. He hadn't lived around there long. Fact of the matter was, the Doc had just come down in the last year from up around Chicago. That explained it.

Well, the 3ms are meat, meal, and molasses.

The meat was fat-back, wasn't it?

The Doc was surprised that the One B was as tough and healthy as he was. People couldn't be healthy on a diet like that.

The One B stopped shoving his shirt inside his trousers. Except for some greens in the summer, and maybe things like tomatoes they grew in their garden, that was all anyone in his family ever ate. That was all they could afford to eat.

The One B stopped speaking suddenly as if he realized he had inadvertently made a damaging confession.

Of course, the Doctor said, that was all they could afford to eat. But to be healthy,

THE NYA rehabilitation camp is intended not only for rejected selectees, but also for boys who are going to find jobs in industry. Good food plus good training make skilled efficient craftsmen ready for employment in essential industries.

people need balanced diets that include butter and eggs and meat and milk and cheese and green vegetables, and yellow vegetables, and leafy vegetables and oranges and tomatoes.

"Sure, Doc," the One B said, "and maybe it ought to be served up with a butler the way they do it in the movies."

The Doc had to laugh. "Anyway," he said "if you could get all those foods for 6 months, you could become 1 A."

The One B looked at the Doc skeptically.

"I'll tell you," the Doc added thoughtfully, "there's something in the wind. Suppose you drop by and see me, say, next Tuesday."

With a breezy, "I'il be seeing you," the One B was on his way.

What the wind was blowing up was something with a name so formidable it would have stunned the One B. It was a project, entitled "Rehabilitation of Selected NYA Employees from the National Youth Administration for North Carolina, hereafter designated as Group I; and Selected Rejectees from the Selective Service, hereafter designated as Group II."

Call it a Nutrition Health Center.

Just outside of Durham, N. C., in a former CCC camp set in a pine woods, the NYA has installed dormitories, showers, a medical and dental clinic, a gymnasium, machine, carpenter, and radio shops, a photographic laboratory, and, of course, a kitchen.

A staff of trained workers, including a resident physician, several dentists, a dietician, instructors in vocational training, and a recreational director, is about to be established in the center.

The idea is that One B will go to this camp and eat a balanced diet for 6 months or thereabouts, sleep soundly at night, learn some specialized trade, work hard, play hard under supervision, and get whatever medical and dental attention he needs.

At the end of the 6 months, people who know about these things say he will be a filled-out, clear-eyed, alert One A.

One B is under no compulsion to attend the camp. If he volunteers and is accepted, he will get $30 a month, from which will be deducted $20 a month for his room and board. The remaining $10 a month he keeps as pocket money.

The Nutrition Health Center down in Durham has room for about 200 young men. It is intended that 100 of the campers be selected from among young men who fail their physical examinations after their numbers have been called under the Selective Service System. The other 100 campers will be made up of volunteers from among undernourished boys and young men who now work or study on NYA projects in North Carolina.

In general, only boys and young men who are below par physically now, but who can be brought up to par by a healthful diet and good physical care, will be admitted to the camp.

To supervise the project, an advisory committee made up of representatives from three North Carolina Medical Schools and the North Carolina State Board of Health has been appointed.

It's a day's drive, mostly over U. S. Highway No. 1 from Durham to Washington, D. C. Along the way you pass a series of highway markers which give you an idea about 2 campaigns: Grant's, culminating at the Courthouse in Appomattox, which ended the War between the States; and Washington's, which culminated outside the gates of Yorktown, to end the Revolutionary War.

Driving along, watching the lines of brown Army trucks pass occasionally, waving at the drivers of the jeep wagons you'll encounter, and catching your history on the fly from the highway markers, you're apt to have thoughts.

But whatever thoughts you do have will certainly take a turn when you reach Washington, and talk to, say, the Surgeon General of the United States. Somberly, he will tell you that out of a million young men given physical examinations under the Selective Service System, "a total of 380,000 have been found unfit for general military service under present standards. Perhaps one-third of the rejections were due directly or indirectly to nutritional deficiencies. In terms of men the Army today has been deprived of 150,000 who should have been able to do duty as soldiers. This is 15 percent of the total number physically examined by the Selective Service System."

[Continued on page 14]

YOUNG MEN who are to have their chance to pull their weight or more in making America strong need the kind of food—and enough of it—that makes for quick-seeing eyes, good stamina, endurance, and mental alertness.

MOST, but not all, the wool that keeps Americans warm comes from sheep that roam America's plains. Ordinarily all the wool that goes into rugs, which is a coarser variety, comes from abroad.

New Labels For Woolen Goods

A new Act gives consumers the chance to learn what fibers are used in making some of their clothes and household goods

TESTS on woolen fabrics that begin with little boys in short pants are going on now under direction of the Bureau of Home Economics. The short pants are the fabric being tested. The little boys provide the wear and tear. The purpose of the tests is to get at facts about the quality of different kinds of wool fabrics which neither growers, processors, retailers, nor consumers now know.

These small trouser-testers wear the pants for a measured period of time, in the class room, out-of-doors when they play and hike and climb trees in the backyard. Sooner or later the pants will be spotted, worn, and frayed. That's when they are ready for microscope, test tube, and laboratory analysis in the Bureau. There they are ripped apart, examined for tensile strength, thread count, colorfastness, shrinkage, and other qualities. When the experts are finished, the complete character analysis of each kind of fabric is recorded.

Some of the pants the little boys wear are woven of wool alone, some of a wool and rayon combination. Some are made of new wool, some of reprocessed wool, some a combination of reprocessed wool and new wool. Even these combinations vary. One pair may be 40 percent new wool and 60 percent reprocessed wool, another 40 percent reprocessed and 60 percent new wool. All of the wool used is taken from the same shipment.

This experiment, still in its early stages, won't be completed for months to come. When results are known, they should provide consumers with some measure of value when they buy, and furnish the growers, processors, and sellers of woolen goods a kind of yardstick for measuring consumer preferences.

Today consumers have no such quality standards to guide them when they buy woolen blankets, bathing suits, clothing, or just a plain ball of wool for a little front-porch knitting. After July 14, they will find new labels on woolen goods (except rugs and upholstery fabrics), but until consumers learn the meaning of these new labels and until they have some standards for comparing the use value of different quality fabrics, the business of buying and getting your money's worth will still be an uncertain one.

THESE NEW LABELS COME INTO EXISTENCE because of a law passed by Congress. The official name of this law is the "Wool Products Labeling Act of 1939." Its stated purpose is "to protect producers, manufacturers, distributors, and consumers from the unrevealed presence of substitutes and mixtures in spun, woven, knitted, felted, or otherwise manufactured wool products, and for other purposes."

Signed by the President last October 14, the effective date of the Act was 9 months later, July 14, 1941.

Here is what the law says must henceforth be on all labels of wool products:

- (*a*) the amount of new wool in the fabric,
- (*b*) the amount of reprocessed wool,
- (*c*) the amount of reused wool,
- (*d*) the amount of each non-woolen fiber in more than 5 percent of the fabric,
- (*e*) the total percentage of all other fibers; i. e., those present in less than 5 percent each,
- (*f*) the percentage of weighting, filling, or other adulterating matter,
- (*g*) the name of the manufacturer and/or the distributor or seller.

All of this information must be in language neither complicated nor technical, and it must be in type big enough for the consumer to read without putting his nose next to the label.

SOME OF THESE TERMS GET DEFINITIONS in the new law. For instance, "*wool*" means *new wool* or *virgin wool* which has not been used or worn before being offered for sale to consumers. It is wool sheared off the back of sheep, cleansed and treated, spun into yarn, and finally, made into the product which you buy. It must never have been spun, woven or felted into a previous finished product. Noils are included in this classification.

Second, *reprocessed wool:* This is wool that has been woven once, then unwoven, then re-woven again without ever having been worn or used. To all intents and purposes it is new wool, and though it may have lost some of its original resiliency and strength through having been woven twice, it may still be more serviceable than a poor quality new wool, but inferior to a comparable grade of new wool.

Third, *reused wool:* Means just what it says, wool that has been used. It comes from discarded fabrics that are unwoven, the wool cleansed, treated, dyed before it is used again. It is also called *shoddy*. Again, this term does not necessarily indicate the wearing quality of the product. Definitely inferior to comparable grades of "wool" or "reprocessed wool."

Fourth, *other fibers:* Rayon, cotton, silk, etc., which may be used to reinforce wool, may be part of the wool fiber, may be interwoven with wool for purposes of lowering cost, or for making a certain type of fabric or design.

The Act exempts rugs, carpets, mats and upholstery. Linings, paddings, trimmings, and facings which ordinarily are not labeled, and which are not claimed or expected to be wool, are exempt. Products found by the Federal Trade Commission to have only a small amount of fabric do not come under the Act. Wool fabrics which are intended only for export do not have to be labeled.

There are other provisions. For instance, all imported fabrics, unless made 20 years before their arrival here, must conform with the law. The Federal Trade Commission is given power to administer and enforce the law. The label must be present from the time the wool fabric leaves the manufacturer until the finished article is in the hands of the consumer. Violators of the Act are liable to a $5,000 fine (maximum), or not more than a year in jail, or both.

For 40 years, wool growers and some of the manufacturers of woolen goods have been pressing for a law that would give such information to consumers. They have a natural interest in extending and protecting the market for virgin American wool. In 1901, the first wool labeling act was introduced into Congress. That bill, like many that succeeded it, was dropped in the hopper, to die there for lack of Congressional support. Over the years other similar bills succeeded in getting a good start to the point where hearings were held, but it was a 40-year pull before an act was finally put on the statute books.

Before the present law was passed, wool growers, manufacturers, retailers, and consumers had a chance to present their arguments for or against its provisions before committees of both the House of Representatives and the Senate. Some of those who offered testimony were representatives of organized groups and associations, others spoke simply as individuals. Many, unable to be present, sent letters to the committee listing their arguments pro and con.

Looking at this testimony, you get a rough cross-section of how the pros and cons for this type of labeling line up. Here, for example, is what a few of the witnesses before the Senate and House hearings had to say:

A WOOL GROWER: "Nowhere in this bill is there any statement, or even any implication, that the use of the term 'virgin wool' will connote superiority of the manufactured product. It merely means that the consumer who wants new wool will be able to identify the product in which it is used. It means also that the market of the wool grower and the market of the manufacturer who uses virgin wool, will not be subject to unfair and destructive competition through the manufacture and sale as wool of products made of lower-cost raw materials, however excellent these lower-cost raw materials may be."

A WOOL MANUFACTURER: "It is interesting to note that while a great many manufacturers even today, because of consumer demand, advertise their materials as containing virgin

IT TAKES a practiced eye and a knowledge of wool fibers to sort out the good from the poor in the grading room. Once graded, the wool is dropped into bins, tagged, and sent off to the mill. When the wool reaches consumers, there is no quality grade marked on the product.

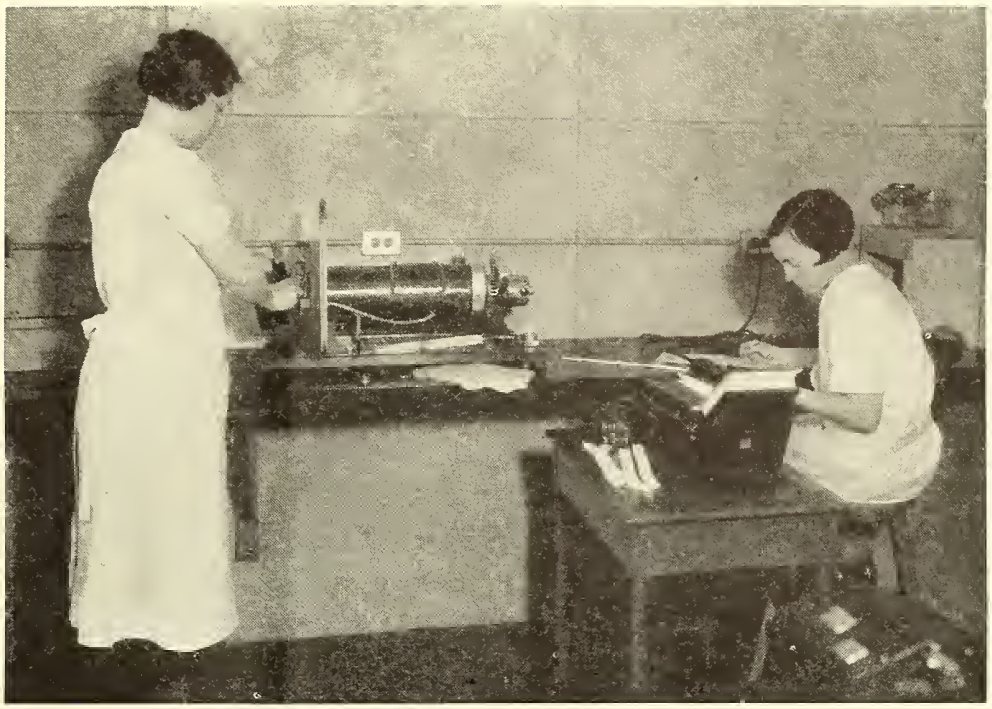
wool, reclaimed wool, which is used in quantities exceeding 100,000,000 pounds a year, is never mentioned to the consuming public. There can be no doubt in anyone's mind that this palming off of an inferior fabric to the innocent public through silence, definitely constitutes a fraud . . . In the wool-textile industry, 70,000,000 pounds of rayon, 80,000,000 pounds of cotton, and considerably more than 100,000,000 pounds of reclaimed wool are used annually . . . Now when you compare the 200,000,000 pounds of cleaned, virgin wool with the aggregate of the substitutes which are used, you will see that more than half of the fibers used in the woolen textile manufacturing industry is not virgin wool . . . There is at present no way to protect the consuming public from the fraud practiced upon them."

RETAIL ASSOCIATION: "Absolutely in favor of the labeling of the fiber content of all products . . . Uncertain with respect to the desirability of that differentiation (between virgin wool and reclaimed wool) . . . Have the feeling that the consumers will be exploited to as great, if not greater extent, if that differentiation is made mandatory, because of the large quantity of low-grade virgin wool products which will be put on the market under the sanctity of the label, 'virgin wool.' "

WOOL MANUFACTURERS ASSOCIATION: "The distinction between virgin wool, mill by-products, and re-processed wool can serve no purpose in the public interest. It will tend to actually mislead the public and will result in misrepresentation as to the actual virgin wool content . . . The remedy for misrepresentation of fiber content, of which the public does rightfully complain, is to be found in a bill . . . which provides for a statement of the actual fiber content, a statement the truth or falsity of which can be checked by test, and a statement which does not give any false quality connotation, but which does protect the public against claims of a wool content greater than the actual facts warrant."

A LABOR LEADER: "We believe that honest fabrics, honestly manufactured and sold to the public with an honest statement of what goes into them, will mean more work and better-paid work for the employees."

A FARM WOMAN: "We women who buy woolen goods are not opposed to buying shoddy, are not opposed to buying material and garments in which virgin wool and other wools are taken out and cotton or rayon, or whatever else it is, is incorporated in it. There is a use for shoddy, there is a use for mixtures, but we want to know what we buy and we want to pay according to the quality we buy, and we do not want to be fooled."



IN THIS air-conditioned laboratory, research workers are able to determine how warm a wool blanket will keep you. Standards of quality for wool products may some day result from such experiments as these by the Bureau of Home Economics.

A CONSUMER: "Of course, we want to make clear our own position, that we are simply asking for honesty in the whole matter, and we know that women will be intelligent in the purchase of garments properly labeled. Might I illustrate the situation by saying: If I were buying a winter coat, I would demand virgin wool, but in the case of a spring coat, I would not object to a proportion of reclaimed wool, because price would be the determining factor . . . In other words, I think that women would use discretion . . ."

BOILED DOWN, ARGUMENTS FAVORING THIS type of labeling are these:

(1) Consumers become better buyers with informative labels; (2) informative labels erase all suspicion of false or misleading sales talk; (3) honest retailers are protected against unscrupulous competitors; (4) putting fabric facts on the label is one step toward helping consumers to match quality against price.

Opponents to this type of labeling make these points: (1) no way has yet been worked out to determine the difference between reprocessed wool, shoddy, and virgin wool present in a fabric; (2) there are all qualities of virgin wool, reprocessed wool, and shoddy. The mere statement of the type of wool does not aid consumers in judging comparative value; (3) type of wool in a fabric is only one of several factors that go to make up quality.

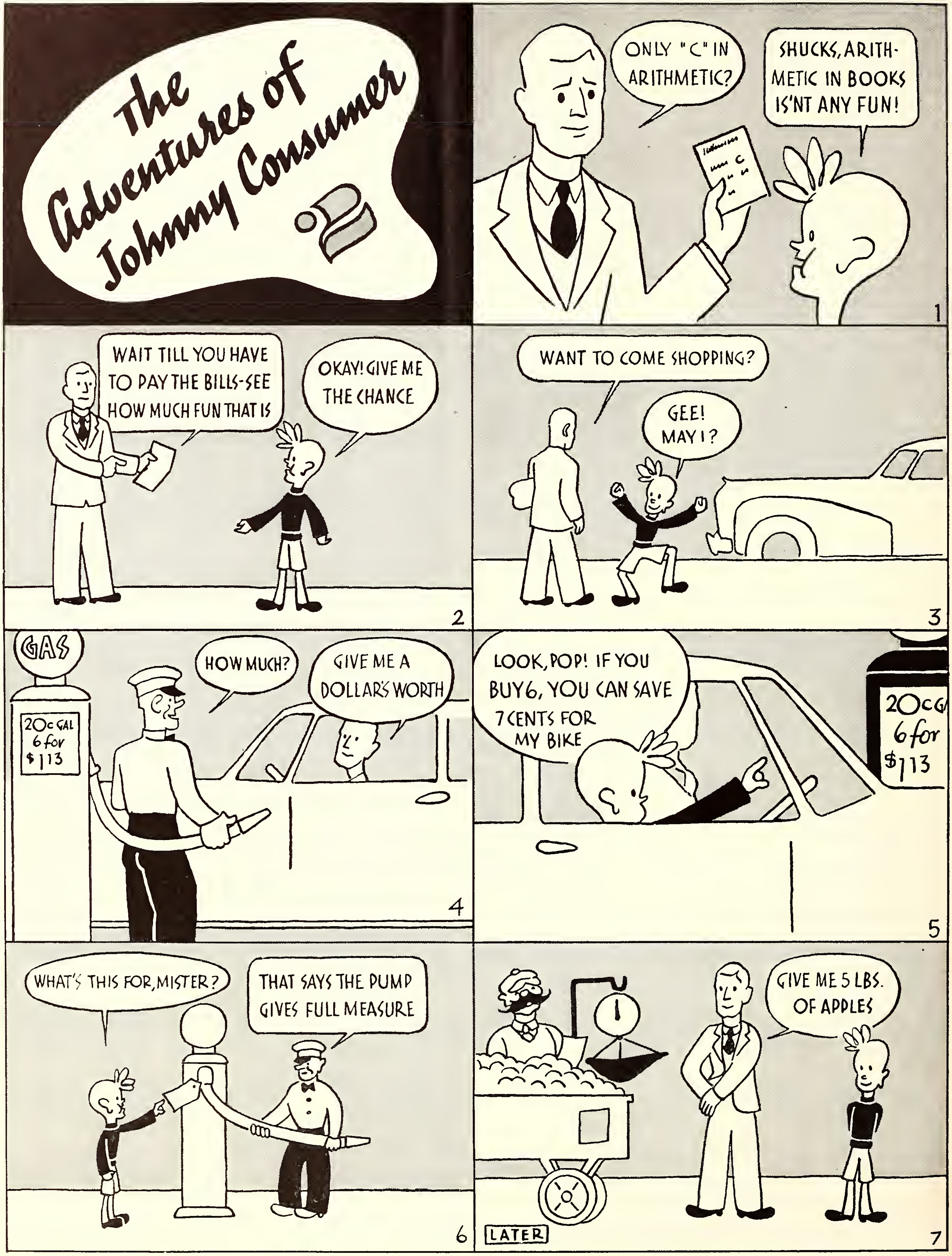
Answering the first objection, the Chief of the Bureau of Animal Industry, in a letter to the committee conducting the hearing, said: "1. The presence of reclaimed wool fiber of any grade in a wool product can be determined scientifically. 2. The relative contents of virgin wool and reclaimed wool fibers in a fabric containing only these two kinds of fibers can, according to recent investigation, be determined within 10 percent of the actual content of these fibers."

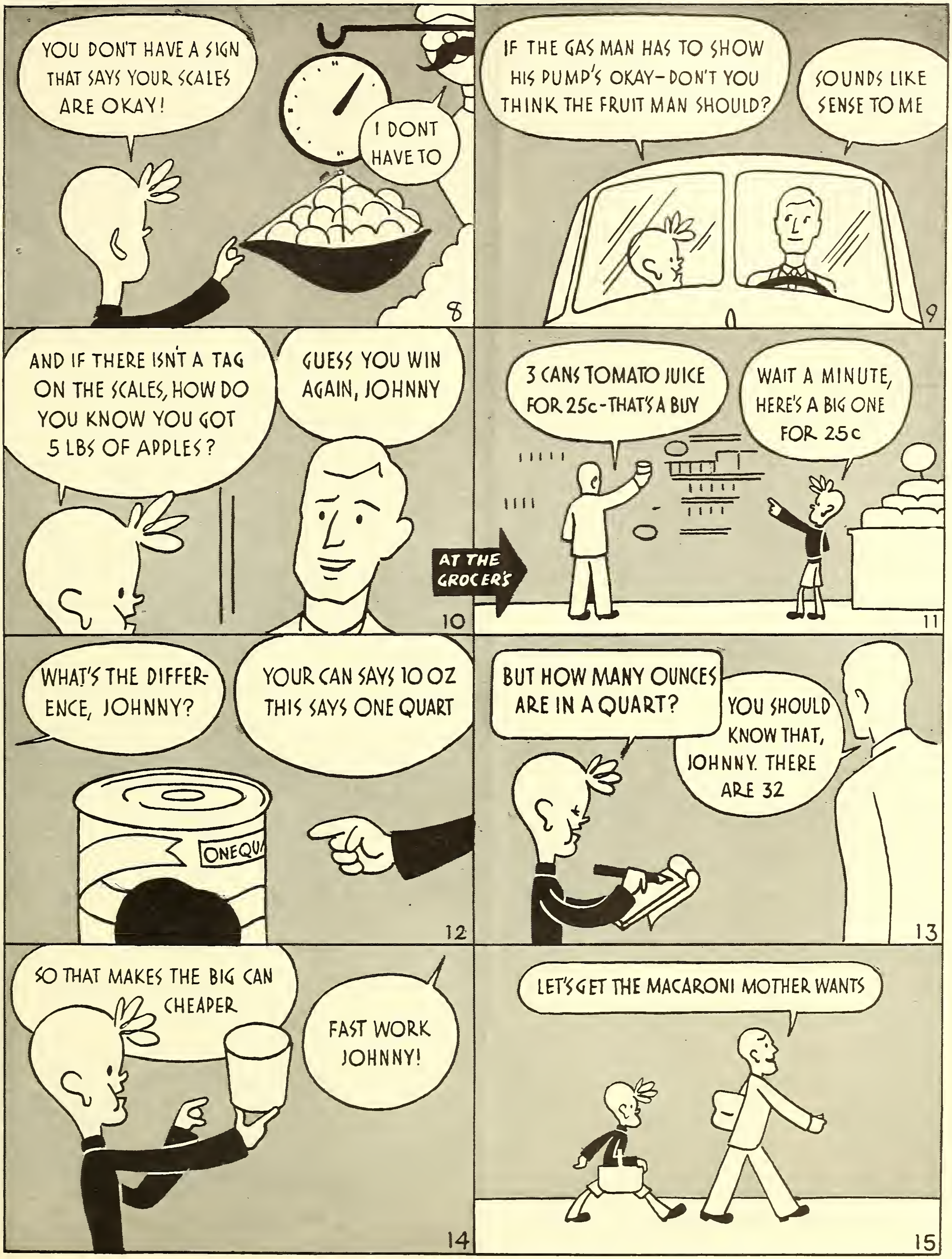
AFTER THE SIGNING OF THE ACT, THE Federal Trade Commission held hearings on rules to be promulgated under which it would enforce the Act. Those rules have now been issued. Copies of them are available to anyone by writing Federal Trade Commission, Washington, D. C.

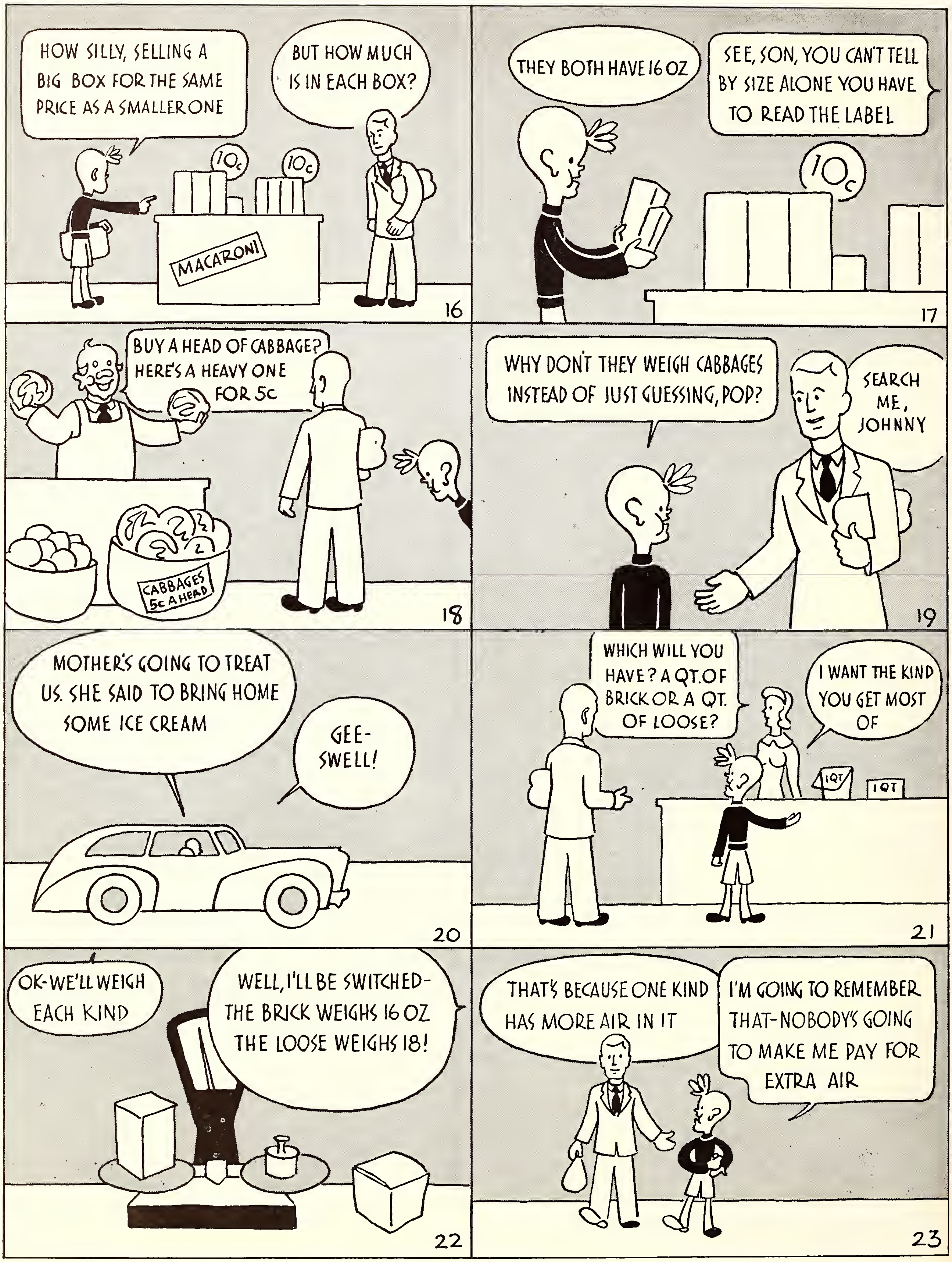
They require that all labels be firmly attached to the fabric, be easy to read, and give the name of the manufacturer or the name of the distributor or retailer. Under certain specified conditions, a separate label can be used for listing the manufacturer's or retailer's name. Trade names, or trade-marks

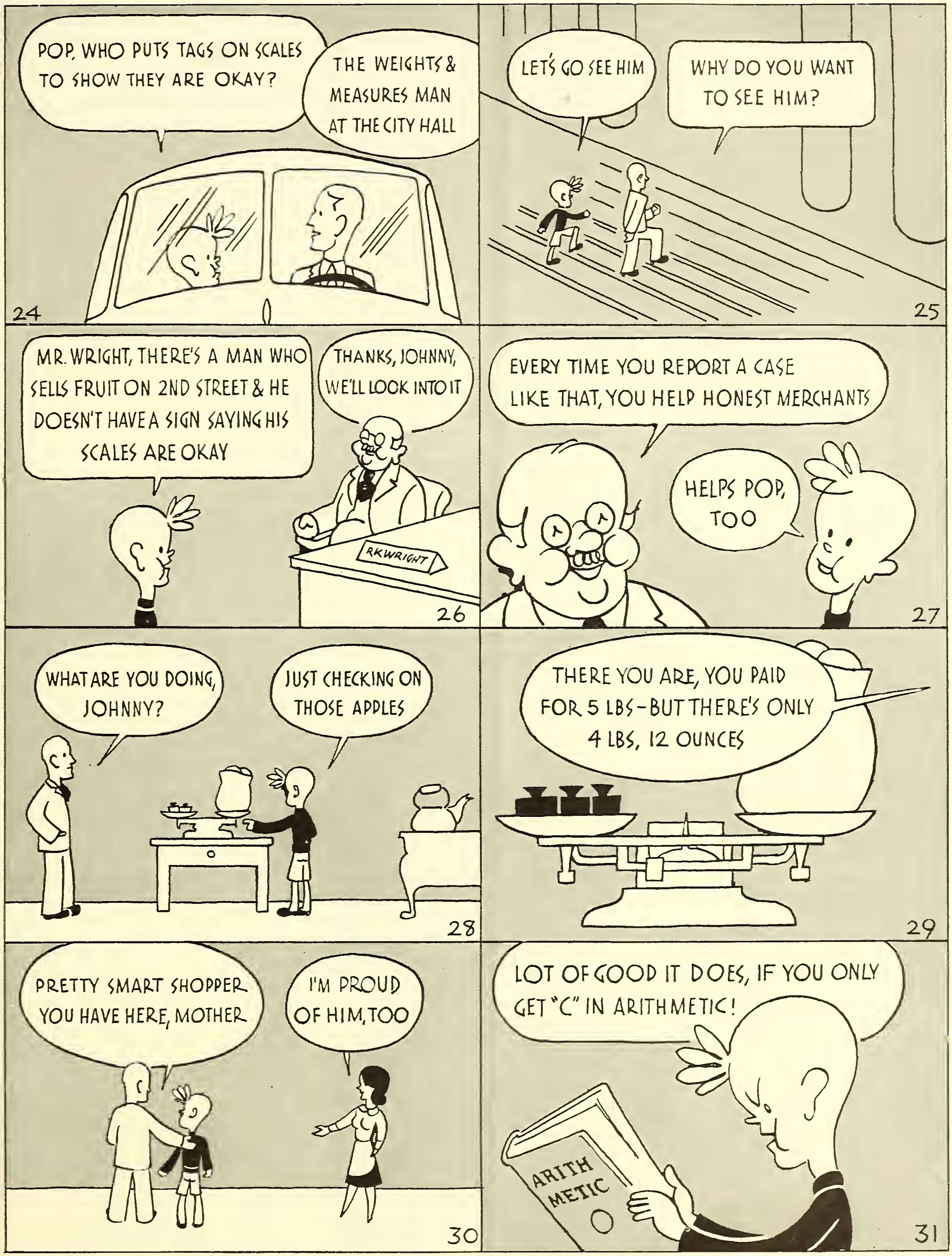
[Concluded on page 15]

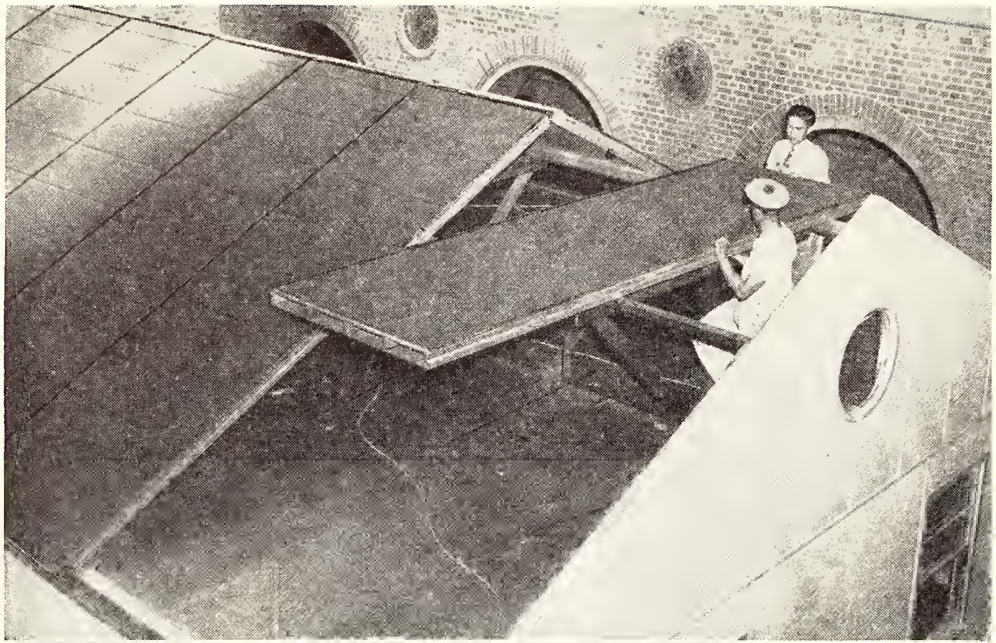
The Adventures of Johnny Consumer


ONLY "C" IN ARITHMETIC?
SHUCKS, ARITHMETIC IN BOOKS IS'NT ANY FUN!
1
WAIT TILL YOU HAVE TO PAY THE BILLS-SEE HOW MUCH FUN THAT IS
OKAY! GIVE ME THE CHANCE
2
WANT TO COME SHOPPING?
GEE! MAY I?
3
GAS
20c GAL 6 for $1 13
HOW MUCH?
GIVE ME A DOLLAR'S WORTH
4
LOOK, POP! IF YOU BUY 6, YOU CAN SAVE 7 CENTS FOR MY BIKE
20c GA
6 for
$1 13
5
WHAT'S THIS FOR, MISTER?
THAT SAYS THE PUMP GIVES FULL MEASURE
6
LATER
GIVE ME 5 LBS. OF APPLES
7


YOU DON'T HAVE A SIGN THAT SAYS YOUR SCALES ARE OKAY!
I DONT HAVE TO
8
IF THE GAS MAN HAS TO SHOW HIS PUMP'S OKAY—DON'T YOU THINK THE FRUIT MAN SHOULD?
SOUNDS LIKE SENSE TO ME
9
AND IF THERE ISN'T A TAG ON THE SCALES, HOW DO YOU KNOW YOU GOT 5 LBS OF APPLES?
GUESS YOU WIN AGAIN, JOHNNY
10
AT THE GROCER'S
3 CANS TOMATO JUICE FOR 25c-THAT'S A BUY
WAIT A MINUTE, HERE'S A BIG ONE FOR 25c
11
WHAT'S THE DIFFERENCE, JOHNNY?
YOUR CAN SAYS 10 OZ THIS SAYS ONE QUART
ONEQU
12
BUT HOW MANY OUNCES ARE IN A QUART?
YOU SHOULD KNOW THAT, JOHNNY. THERE ARE 32
13
SO THAT MAKES THE BIG CAN CHEAPER
FAST WORK JOHNNY!
14
LET'S GET THE MACARONI MOTHER WANTS
15

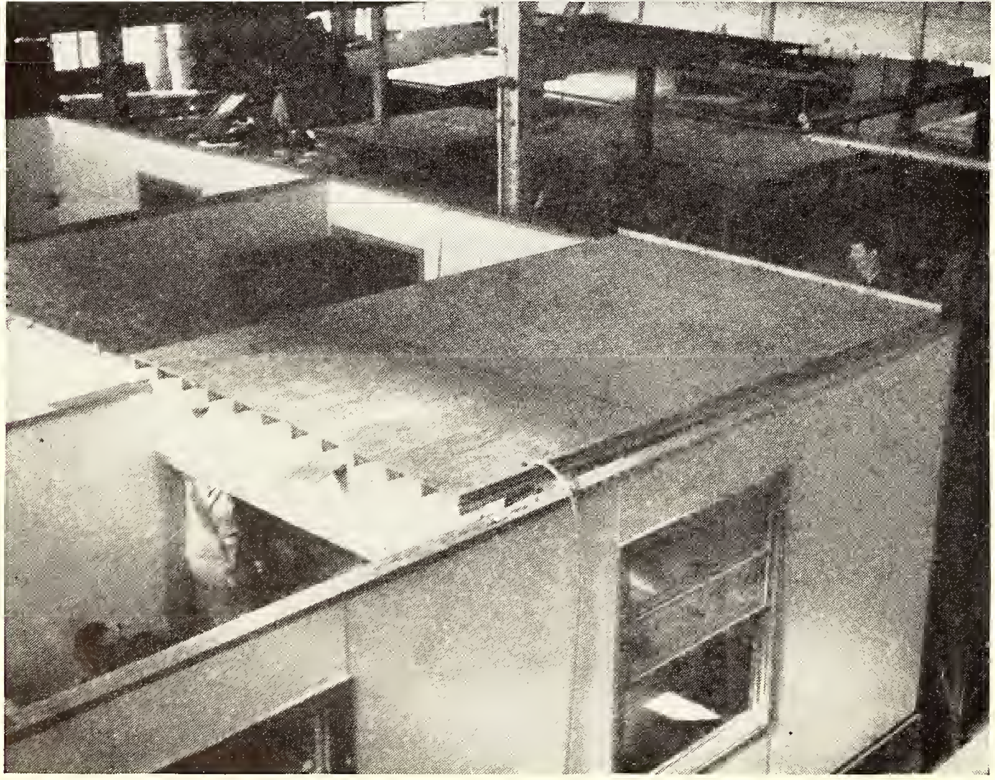

HOW SILLY, SELLING A BIG BOX FOR THE SAME PRICE AS A SMALLER ONE
BUT HOW MUCH IS IN EACH BOX?
10c
10c
MACARONI
16
THEY BOTH HAVE 16 OZ
SEE, SON, YOU CAN'T TELL BY SIZE ALONE YOU HAVE TO READ THE LABEL
10c
17
BUY A HEAD OF CABBAGE? HERE'S A HEAVY ONE FOR 5c
CABBAGES 5c A HEAD
18
WHY DON'T THEY WEIGH CABBAGES INSTEAD OF JUST GUESSING, POP?
SEARCH ME, JOHNNY
19
MOTHER'S GOING TO TREAT US. SHE SAID TO BRING HOME SOME ICE CREAM
GEE-SWELL!
20
WHICH WILL YOU HAVE? A QT. OF BRICK OR A QT. OF LOOSE?
I WANT THE KIND YOU GET MOST OF
1 QT
1 QT
21
OK-WE'LL WEIGH EACH KIND
WELL, I'LL BE SWITCHED-THE BRICK WEIGHS 16 OZ THE LOOSE WEIGHS 18!
22
THAT'S BECAUSE ONE KIND HAS MORE AIR IN IT
I'M GOING TO REMEMBER THAT-NOBODY'S GOING TO MAKE ME PAY FOR EXTRA AIR
23


POP, WHO PUTS TAGS ON SCALES TO SHOW THEY ARE OKAY?
THE WEIGHTS & MEASURES MAN AT THE CITY HALL
24
LET'S GO SEE HIM
WHY DO YOU WANT TO SEE HIM?
25
MR. WRIGHT, THERE'S A MAN WHO SELLS FRUIT ON 2ND STREET & HE DOESN'T HAVE A SIGN SAYING HIS SCALES ARE OKAY
THANKS, JOHNNY, WE'LL LOOK INTO IT
R K WRIGHT
26
EVERY TIME YOU REPORT A CASE LIKE THAT, YOU HELP HONEST MERCHANTS
HELPS POP, TOO
27
WHAT ARE YOU DOING, JOHNNY?
JUST CHECKING ON THOSE APPLES
28
THERE YOU ARE, YOU PAID FOR 5 LBS—BUT THERE'S ONLY 4 LBS, 12 OUNCES
29
PRETTY SMART SHOPPER YOU HAVE HERE, MOTHER
I'M PROUD OF HIM, TOO
30
LOT OF GOOD IT DOES, IF YOU ONLY GET "C" IN ARITHMETIC!
ARITHMETIC
31



Did You Ever See A Cotton House?

Scientific wizards now show how cotton, used in house construction, can help to bail out some of America's surplus cotton



THE SECRETARY OF AGRICULTURE was there, posing with a pretty girl who for the moment was a cotton queen.

The Assistant Secretary of Agriculture was also there with a blowtorch in his hand. (Later he applied the blowtorch to a strip of cotton batting held against the chest of a volunteer to show that the cotton batting wouldn't burn.)

Photographers were there trying to get shots of the proceedings.

They had come to see the "cotton house," a rectangular, conventional building, with pitched roof, a front stoop, a back door, and a half dozen windows. This modest house was set up in the patio of the Administration building of the Department of Agriculture in Washington.

In its outside appearance, there was nothing unique about this little 4½ room house. True, it had a pleasant living room, a dinette, 2 bedrooms, kitchen, bath, and a utility alcove—more space and better used space than millions of consumers find in their own homes. But the design and layout of the house were not intended to be record-shattering.

Some of its features were distinctive. Unlike the walls of most houses, these walls were made to do the job of supporting the roof and ceilings. Ceilings, roof, and walls were made in panels. Completely prefabricated, the house can be put up in 64 man-hours, 8 men working 1 day. What's more, it is thoroughly demountable; that is, it can be erected and lived in for a couple of years, then taken apart, shipped somewhere else, re-erected, and lived in again. Already the Navy Department has ordered some 300 of them for families to live in at a Naval Base in the State of Washington.

Chief claims to distinction were not these features, but the single fact that it was a "cotton house"; that is, in its construction some 700 pounds of cotton were used. The cotton house marks one success in the Department of Agriculture's explorations for new uses for cotton. That is its significance.

Into its insulation went 500 pounds of cotton. On to its plywood walls went another 200 pounds of cotton, and, if the time hadn't been so short, its roof could have

Above: **PREFABRICATED** and demountable, the cotton house was erected in 64 man-hours and ready to walk into.

Below: **SEVEN HUNDRED** pounds of cotton went into this cotton house: 500 pounds into its insulation, 200 pounds into its cotton covered plywood walls.

absorbed more cotton in the form of cotton-reinforced cement shingles. If these 700 pounds could be multiplied by thousands of houses, you might get the cotton market equivalent of many of the thousands of bales of cotton which for the time being, at least, farmers have little hope of selling.

War has given American cotton growers a pack of troubles. It used to be that they could count on selling about half of the cotton they grow each year abroad. Even recently, as many as 25 countries in Europe purchased at least some of their supplies from us. Now, 22 of these 25 countries are in German hands or are blockaded. These blockaded countries ordinarily would take 30 to 40 percent of all of the cotton we sell abroad. Not only are they lost markets, but other markets still open are able to buy much less. Compared with the 6 million bales that went abroad in 1939–40, American cotton exports in the year ending this August will amount to only a little over one million bales.

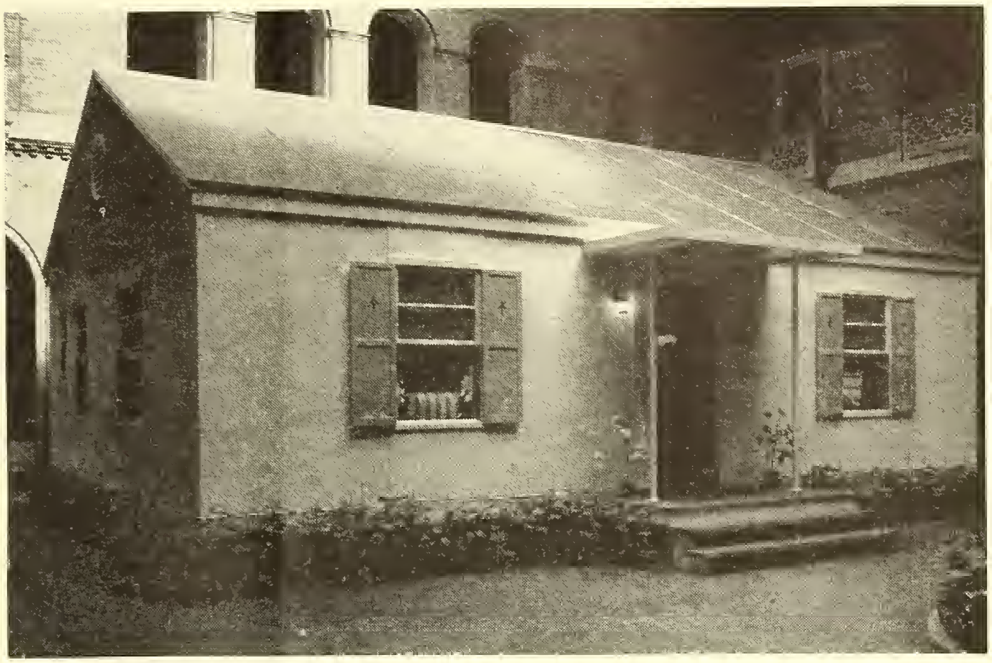
COTTON PRODUCTION THIS YEAR WILL HIT around 12½ million bales. In the miracle year of 1939–40, we found use in this country for only 9 million bales. With heavy supplies of unused cotton carried over from earlier years, and with the loss of markets abroad, there's a job ahead to see that the abundance of cotton supplies don't crush our cotton growers.

Assume that nothing whatever were done about the cotton surplus. Cotton prices would nose a foot into the earth. Most of the 10 million people living on the South's 2 million cotton farms would go broke, their banks would fold, foreclosures of farms would be a dime a dozen, an entire section of the United States would be disrupted, with no one knows what kind of ensuing chaos in the rest of the country.

Now, forget that assumption, because this country and no other country, for that matter, could let such a disaster strike its people.

You have an AAA, a Commodity Credit program, 2 cotton Stamp Plan programs, a cotton mattress program, and something else called a diversion program to prevent any such disaster.

THESE PROGRAMS GO AT THE COTTON problem from two directions. The first direction leads down the road to the cotton farmer, to help him reduce production without dislocations and without bankrupting hundreds of communities that are dependent upon cotton for a livelihood. The second direction leads toward the discovery of a cotton market within this country as large as the market lost outside the United States.



THE NAVY Department ordered 300 of these 2-bedroom, living room, dinette, and kitchen cotton houses to be constructed for Navy employees on the West Coast.

Through the Cotton Stamp Plans, a market has been found in the empty wardrobes and the bare closets of low-income American families. For details of these programs, see CONSUMERS' GUIDE for April 1, 1940 and January 15, 1941. The cotton mattress program is another common sense use of cotton surpluses. As the result of its operations this year, low-income farm families will use up between 300 and 400 thousand bales of cotton making themselves comfortable cotton mattresses to sleep on.

Diversion programs go beyond finding new users for familiar cotton products. They enlist the aid of scientists with a pioneering turn of mind to discover new uses as well as new users.

THAT IS WHERE THE COTTON HOUSE comes in.

In the walls and ceilings of the cotton house there are 500 pounds of cotton insulation. Thickness for thickness, this cotton insulation is as efficient insulating material as rock wool, mineral wool, glass wool, or any other commonly used insulating material. One inch of cotton insulation is the insulating equal of 52 inches of sand and gravel concrete, or 52 inches of stucco, or 52 inches of stone.

No more expensive to buy than other insulating materials, cotton has the advantage of being cheaper to install. A contractor on a housing project in the District of Columbia reported that the installation cost for cotton insulation was only 40 percent of the cost for the usual materials.

Besides being cheaper to install, cotton insulation is easier and less troublesome to install. It's far lighter in weight than any other commonly used insulating material with the possible exception of glass wool, and it doesn't scratch up the hands of the men who have to work with it.

It has another talking point as an insulating material, because it does not sweat.

Cotton used for insulation is treated to make it flameproof. At the exhibit of the cotton house in the Department of Agriculture, the Assistant Secretary of Agriculture applied a blowtorch to a strip of cotton insulation and the 1800-degree temperature only charred it. In the factories where the cotton insulation is made, it is tested with red-hot rivets (heated to 1,700 degrees) before it is shipped.

The tests bring up something else. All cotton insulation sold today comes up to Federal specifications and is inspected and passed by Department of Agriculture inspectors.

THIS UNUSUAL ACTIVITY IS A RESULT OF the diversion program. For each pound of cotton insulation manufactured in the United States, the manufacturer receives a payment from the Department of Agriculture of 6 cents. To earn this 6-cent payment, however, the insulation must come up to the scrupulously enforced Federal standard.

Cotton insulation is expected to absorb 15,000 bales of cotton this year. Department of Agriculture experts, however, are looking forward to the time when cotton insulation is used about 10 percent of the time building insulation is called for. When that time comes, building insulation will absorb 500,000 bales of cotton a year.

Federal housing projects for low-income families alone are expected this year to siphon out of surplus supplies considerable quantities in the form of cotton fabricated building materials.

Another diversion program, similar to the program for cotton insulation, is now trailblazing cotton for use as cotton bagging, that is, as the outer covering for cotton bales. Formerly this bagging was made of jute, an imported fiber. This year 22,000 bales of cotton will bale up America's cotton.

A third diversion program is promoting the use of cotton in high-grade writing paper, the kind of writing paper that's known as rag. Use of cotton makes possible the manufacture of an excellent grade of paper at less cost and with less trouble than is now the case with rag paper. About 6,500 bales of cotton are going into writing paper under the program this year.

Besides cotton insulation, the cotton house had another cotton ingredient, cotton plyboard, and it would have been roofed with cotton shingles if there had not been pressure to get the house up in a hurry.

Cotton plywood is a plywood made of strips of Douglas fir pressed together to which cotton fabric is hotpressed by the use of a recently-developed synthetic resin. The cotton fabric gives the plywood a desirable texture, prevents checking, or cracking, and gives a dry surface which can be painted just as soon as it is put up.

Cotton-reinforced cement shingles are light in weight, durable, and very economical.

A point to stress about all of these new uses for cotton is that they are not inferior substitutes for superior products, like coffee made out of ground-up acorns. Each of these new uses for cotton is economical and desirable for reasons engineers would approve.

There, in outline, with the topography left blank, is the map of a new world discovered by American science and now being explored cooperatively by an American agency of government, American industries, American consumers, and American farmers. And just as the discovery and development of America lifted the level of life and hope in the old world, so this new cotton continent may be expected to relieve the anxieties and renew the prospects of the people who live in America's hard-pressed cotton country.

For specific details on cotton building materials, Guide readers may write the Marketing Division, Surplus Marketing Administration, United States Department of Agriculture, Washington, D. C.

MOST important cotton ingredient in the cotton house is the cotton insulation, developed as part of the Department of Agriculture's cotton diversion program, the program that is seeking new, efficient uses for the cotton surplus.

HERE the Assistant Secretary of Agriculture demonstrates that the cotton insulation will not burn even when a blowtorch is applied to it. Cotton insulation material, to be sold, is tested with an orange-hot bar before it is marketed.

Building Better Bodies

[Continued from page 4]

Talk unofficially to people around Washington and you will hear, though official studies aren't complete yet, that in the counties where the land is poorest, the Selective Service rejections were greatest.

It hasn't always been accepted that badly fed people are sick people, people who are apt to lack a lust for life that is shocking when you think what a rich and fertile country this land is. Young men who have had 20 or more years of undernourishing meals show it when their numbers are called under the Selective Service System.

Recognizing this, Government agencies are now driving home the slogan that Food is Strength, that the way to make America strong is to make Americans stronger.

That's the point of the Food Stamp Plan, school lunches, Five Cent Milk, and Penny Milk in the schools, and the food consultation centers you will soon hear about, and the nutrition education programs that are getting under way.

Naturally all of those programs are intended to prevent any repetition of the terrible knowledge the country awoke to in the last year—that many Americans haven't been fed well enough through their lives to be able to respond to their country's call in an emergency.

The Nutrition Health Camps, on the other hand, are something else. They are intended as Conservation Camps in the most important sense of the phrase. Young Americans who have suffered from the erosion of malnutrition are going to be conserved by a human conservation plan: by good food, good medical attention, and good care.

A skeptical person might interject here that really, nutrition is important, but you aren't actually saying that good food can change One B's into One A's in 6 months.

Yes, some of them can be.

The proof is found in a fragment of English history. In 1936 English Army authorities became concerned over the increasing number of young men applying for enlistment in the Royal Army who were subnormal.

Experimentally, camps were set up for these rejected candidates for the Army. Young men between the ages of 17 and 22 who were undersized with respect to weight, height, and chest expansion, or who were borderline, were permitted to enter the Royal Army School of Physical Training.

There the young men were treated with

(1) good environment (2) sound sleep (3) hard work (4) healthy recreation (5) good food and (6) a program designed to induce contentment.

Of these, the report on the experiment emphasizes good food. Good, but plain food that was well-prepared was given to the boys some 6 times a day, though only 4 of the meals were called meals. One-fourth pint more than the regular army ration of milk was given the boys. In the winter they were given vitamin D. In general, a particular effort was made to see that the boys got an adequate amount of the proper kinds of food.

From September 1936 to May 1938, 900 young men went through the reconditioning camp, each man staying in the camp for an average of 9 weeks. When the young men emerged from the camp, 87 percent were so fit and hale, so chesty, and so developed generally, that they passed the minimum army requirements with health and strength to spare.

Food and good care made the difference between One A and One B.

New Labels

[Continued from page 7]

can not be substituted for this information.

If 2 or more pieces make up a garment (as a suit), labels must be attached to each piece. But if the garment is sold in pairs—gloves or hosiery, for example—the label has to appear on only one piece.

Products sold in sealed containers must have the label on the outside.

When "all" or "100%" is used on the label, they must mean exactly what they say, "100% reprocessed wool," or "all reused wool."

If there is less than 5 percent of any fiber in the fabric, the fiber name does not have to be listed on the label.

Special names for special kinds of wool can be used in place of "wool" on the label. So a coat can be "55 percent alpaca and 45 percent camel's hair," or "35 percent reused llama, 35 percent reprocessed vicuna, and 30 percent cotton."

Pile fabrics must tell you the proportion of wool and other fibers in the pile, and the proportion in the backing. That kind of a label might look like this: "Pile—60 percent reused wool, 40 percent wool; back—70 percent cotton, 30 percent rayon."

Those are the highlights of the rulings. There are other points, to cover special situations. Consumers who think a particular wool label doesn't give all the information required by law should report that fact to the Federal Trade Commission.

THIS COUNTRY produced about 85 percent of all the apparel wool it used from 1935 to 1939. The other 15 percent came mostly from the Union of South Africa, Australia, New Zealand, Argentina, and Uruguay.

Last year, 2 things happened. American demand for wool hit a new high point. And war restrictions cut off much of America's former major sources of imported high-grade wool. We turned to South America for our main supply of wool imports.

In 1940, imports of apparel wool from Argentina and Uruguay approximately tripled over those of 1939. More than half of all the wool we imported that year came from these 2 countries. We took about half of their wool exports last year; while from 1934 to 1938, we took only about one-fifth of their exports. With their European markets cut off, the South American countries have now turned to the United States as their best wool customer. Shipments from South Africa also shot up in the 12 months of 1940.

While wool supplies have been built up, increasing consumer demand and defense needs for wool have put a lever under wool prices. Some manufacturers have tried to avoid price boosts by decreasing wool content in wool fabrics, and that is where the Wool Labeling Act comes to the aid of consumers. On men's suits, for example, one trade paper says "Manufacturers of inexpensive woolen suits are reported to be buying large volumes of rayon waste to use in wool mixtures to offset higher wool prices. These mixtures have been used for several years, but some firms are using as high as 80 percent rayon waste in 1941 fall goods."

Another trade paper had this to say: "Many buyers are reported to be changing their sources of supplies and their standard of quality in order to maintain fixed retail brackets."

There is no law against this kind of gerrymandering with quality. But if consumers learn to look at fiber information on labels, as well as at price tags, when they buy, at least they will know when the fiber content has been changed.

FOUR HUNDRED MILLION LABELS annually will be affected by the Act. Few of them will tell consumers all they want to know about wool products. Research like that being done in the Bureau of Home Economics laboratories may be the groundwork for establishment of quality standards for wool products. But today consumers want—and should have—information about warmth, durability, colorfastness, shrinkage, fiber quality, weave, and facts on how to care for the fabric. Those facts should be on the label along with the information required by law.

Consumers should keep one fact uppermost in their minds when reading the new labels: There are hundreds of grades of wool, and there are uses for all of them. Virgin wool does not necessarily mean best quality wool. Sometimes a high grade reprocessed wool may be more desirable than a low-grade virgin wool. Reprocessed wool originally equal in quality to a grade of virgin wool is not much lower in the quality scale than the new wool when reprocessed. And reused wool, used in combination with good quality new wool or reprocessed wool, can give satisfactory and durable wear.

The army, when it buys overcoats for its soldiers, specifies a fabric of 65 percent new wool and 35 percent reprocessed or reused wool. On shirtings, it requires 80 percent new wool, and 20 percent cotton. Consumers have no such specifications as these. But if they read the new labels for fiber information, and not as quality guides, they can be sure of using them the way they are intended to be used.

"There are many grades and qualities of both new wool and reworked or reclaimed wool," says a bulletin of the Bureau of Home Economics, commenting on this point. "Some of them give good service; others may prove unsatisfactory . . . However, the fact that an article contains some reworked wool does not necessarily condemn it, nor does the fact that it is made entirely of virgin wool always mean that it will give long wear."

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HOW SHOULD YOU go about studying or teaching consumer education? Your own way may be best, but if you want to know how others do it you can find out from "Materials For Consumer Education," a bibliography just published by Consumers' Counsel Division. Forty pages of references to teaching methods and materials give you leads. Copies cost 10 cents each, from the Superintendent of Documents, Washington, D. C. (Do not send stamps.)

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CONSUMERS' GUIDE

MAY 15, 1941

CONSUMERS' GUIDE

MAY 15, 1941 VOLUME VII, No. 16

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THIS IS A "HOW" BOOK: How to team up with your neighbors to think about, look at, talk about, and work at your family buying problems. What you do about the buying troubles you have, after you have looked at them and talked them over, is something for you to decide. Here are suggestions, only, of ways to explore and get at the roots of what's bothering you.

Not all the how's are here. There are other ways of discovering what is in, around, and behind consumer problems. Of course, the best of all is to go and look at them.

Unwholesome milk supplies or high prices have led some consumers to make pilgrimages to their local health department; they have written letters to the U. S. Public Health Service to get copies of that agency's standard milk ordinance so they could compare their own with this recommended ordinance. They have written to the Consumers' Counsel Division, U. S. Department of Agriculture, what they have found out and to ask what they can do about it.

Consumers lucky enough to live in a city where there is a branch office of the Agricultural Marketing Service have visited plants where meat or eggs are graded. Then they make a careful checkup of the grocery stores to find out which ones offer U. S. Government graded foods.

Testing parties have been held, after some groups have graded various brands of peas according to the standards of the Agricultural Marketing Service. Gathering up some tubes of toothpaste from their homes, other groups have made simple tests to determine the relative "scratchiness" of the dentifrices they use.

Another kind of exploration has taken consumers into stores where milk is sold to record all the different ways in which fluid milk is sold, and the prices of each.

Consumer groups looking into clothes buying problems have brought together samples of material and tested them for colorfastness. Some have cut and torn apart old shoes to find out how they were constructed, why they wore out where they did, what to look for, besides beauty, in footwear.

EVERY CITY IN THE COUNTRY HAS FAMILIES who are a lot worse off than you are. If there is a Food Stamp Plan or a Cotton Stamp Plan in operation near you, there's a lot to learn by going to call on the local office of the Surplus Marketing Administration which directs the operations of these plans for helping very low-income families. The same office can tell you whether any schools are getting foods through the Government for free school lunches, or are offering penny milk in the schools. Then follow through by calling on grocers and stores where the Stamps are used; find out how they work. Visit the schools which have (and don't have) free school lunches and penny milk schemes. How many more families and children are there who need the same kind of help that these programs are giving? What's wrong, if anything, with the way they work? How could they be extended, with local help?

Attending milk marketing hearings is another way to learn more about your buying problems; that is, if a lot of talk about costs, prices, supplies, marketing practices doesn't scare you. There are consumers who care enough about the amount of milk their low-income neighbors get to attend such hearings, and not only that, but to speak up for consumers. Before prices, fixed in Milk Marketing Agreements or Orders, are changed, hearings are held. Everybody is invited. What is said at these hearings goes into the record, and on the basis of the record the Secretary of Agriculture decides what to do about the prices paid to farmers. This is the democratic way to go about a tough economic problem, and people who want the democratic way to win out help it along.

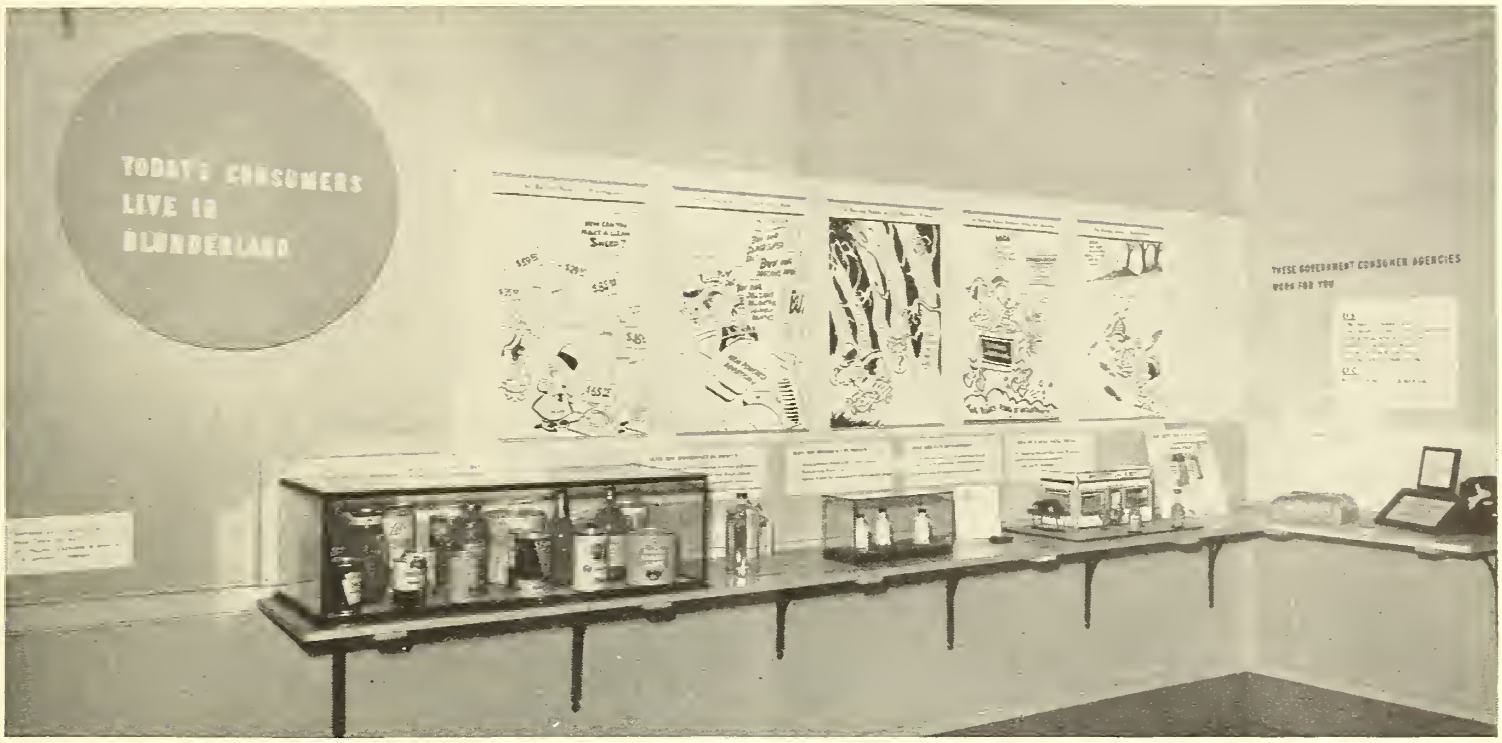
CONTESTS ARE ANOTHER DEVICE FOR GETTING people to look at their buying problems. With the help of experts on foods, on grades and standards, on weights and measures, on budgeting, on household equipment, clothes, and other items families spend money on, lists of questions and correct answers can be drawn up. Then contests can be held to see who is the smartest consumer. In Richmond, Virginia, they had a contest among grocery clerks to see who could answer most accurately questions about weights and measures; then they tried a slightly different contest with the men at filling stations. In the process both learned a lot more about accurate weighing and measuring than they had known, and when the story of the contest appeared in the papers, consumers had a chance to become a lot wiser. Contests and quiz programs between schools, clubs, neighborhoods, and even cities are a kind of competitive sport that ought to hurt nobody but be a lot of fun.

DON'T NEGLECT YOUR PHOTOGRAPHIC geniuses—there are new ones sprouting every day in most communities. They can help you make posters and illustrate bulletins. They can spruce up your exhibits. Local newspapers may be interested in your help, on their consumer pictures.

There are plays to be written and produced by consumers who know the knack of it. One playlet we know about is called "A Bargain in Sheets." It calls for just 3 characters. In another, "Shoppers' Heyday," there are 7 characters in pursuit of good values in canned foods, meats, hosiery, beauty aids, and cosmetics. The best playlets are built around incidents your own consumers will recognize.

Radio programs are invaluable communicators. If there's a chance to get your story on the air through your local station—the way to find out is simply to ask the manager of the station . . . try your hand at writing a script that will be lively and fun to listen to. Tune in on CONSUMER TIME, broadcast every Saturday by the Consumers' Counsel Division, U. S. Department of Agriculture, over the National Broadcasting Company's Red Network, to hear one kind of consumer broadcast. You'll get excellent help in preparing your production from "The Radio Handbook for Extension Workers." There's a free copy for you from the Extension Service, U. S. Department of Agriculture.

MOVIES, POSTER CONTESTS, OPEN FORUMS, discussion groups—these are other media you can use to get a lusty consumer movement going in your community. And you'll probably think of lots of others. The only trick in any of them is getting started!



Make Your Own Consumer Exhibit

—it can tell a lot, but cost a little

THE WHOLE WORLD is a consumer exhibit and every day can be, if you look at it that way, a course in consumer education. How to select and dramatize some of the sections of this vast display of goods and services and experiences is the problem you face when you start out to make your own consumer exhibit.

Unless your exhibit is planned as the climax of a year or half-year program, a good way to get ideas generating for an exhibit is to talk with your friends and learn what buying problems trouble them most, what conditions they would like to correct. The exhibit will have more value and be more successful if it is tied in with your local situation.

Perhaps it's the packaging and labeling situation that interests you, or the cost of milk, or how to be sure you get fresh eggs, or the quality of meat you pay for, or what makes a balanced diet at low cost, or what consumer services your city, State, and Federal governments can give you.

Whatever the theme of your exhibit, preparing it will be work—not just foot work, but head work. You have to know what you're talking about before you can make a display illustrating it. And when the show is all ready to open, you must be ready to answer all sorts of questions and arguments from a miscellaneous, and maybe even a critical, audience that comes to view your show.

YOUR PLANS WILL BE LIMITED AT THE outset by the time you have for preparation, the space available for the exhibit, the money you can spend on materials, and the length of time you intend to run your show.

It takes time to do a finished exhibit job; how much time will depend on how elaborate your ideas are. If you are new to this sort of thing, keep your feet on the ground when ideas are being tossed around. It's far better to do a small job well than a fancy job poorly. Smart exhibit makers schedule each stage of the process; a week, say, to collect exhibit items; a week to build, paint, or otherwise decorate display space; a week to make signs, posters, and announcements. Of course, if there are many hands and brains to go to work, the preparation time can be shortened.

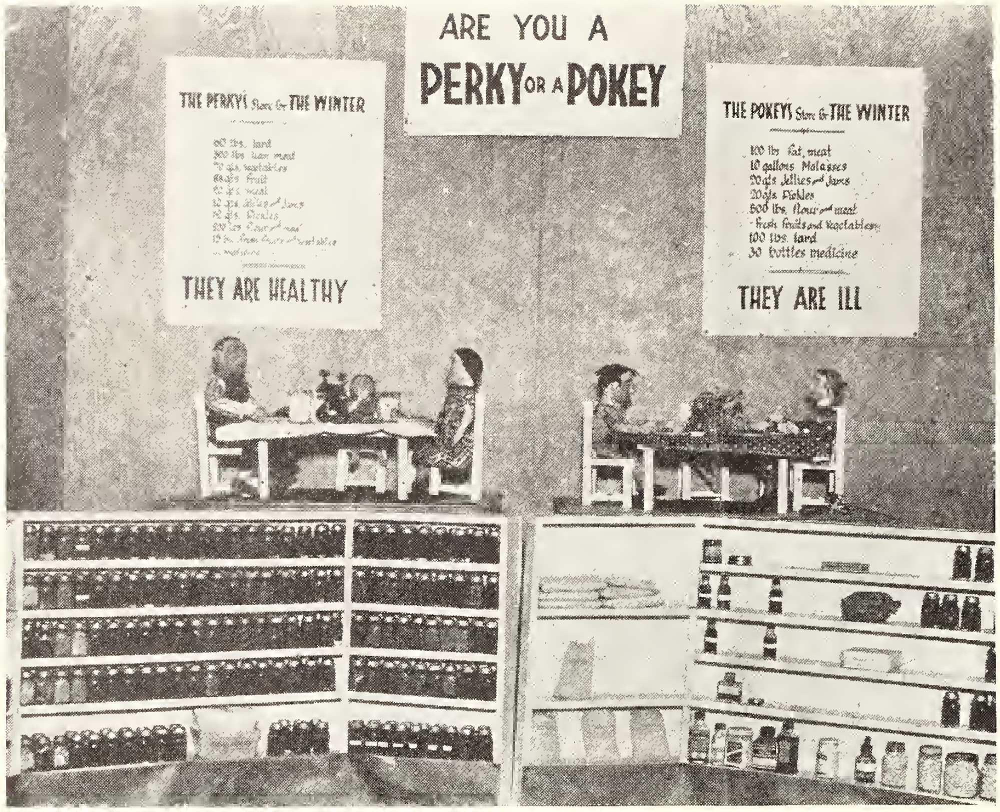
Ideas need space, but too much space can multiply your problems. For a beginning exhibit, the best advice is to avoid being too expansive.

No one can give you a schedule of exhibit costs that is a tenth as good as one you work out for yourself, and work out while you are still in the idea stage, not after you have announced you are going to open on such-and-such a day. If you plan to show actual consumer goods, maybe your club members can afford to contribute those from their home supplies. Excellent exhibits are made from enlargements of photographs; of course, "blowing up" photographs costs money. Less eye-catching, but instructive, shows are made with attractive arrangements of free or low-cost bulletins, magazines, flyers.

BIG, BOLD LETTERS ARE ESSENTIAL FOR exhibit captions. If you do not have a benevolent artist to turn to for them, shop around in the 10-cent stores and artist supply shops for cut-out letters, or make your own.

Figure in your costs the background, as well as the foreground, of your exhibit; any paint you need, nails, tacks, and such incidentals.

Another limit on your plans may be the length of time you intend to run your show. If you live in a city and want just a one-day or one-evening exhibit, you might persuade a hotel to give you space. If you are convinced your exhibit justifies a longer showing and your committee is large enough to handle it, you might get rooms in the public library, in a city museum, municipal auditorium, public school, women's club rooms,



YOU would see the difference in their faces and bodies if you could get closer to the Perkys and Pokeys. The ingenious consumers who fashioned this exhibit made the dolls and filled the miniature jars, bags, and packages with real food.

social rooms of one of the large churches, the Y. W. or Y. M. C. A. Look over the field and then set out to get the best.

Try to find a room with more than one exit—crowds are almost impossible to handle when they must go in and out by the same door. If the place you decide on is not in the front of the building, have bright arrows and signs pointing the way. Get one of the school traffic squads to direct the people. That leaves all your members free to stay with the exhibits.

AND NOW, TO GET STARTED. PUBLICITY is important, so have a bold, catchy title—one that will look well on posters. Don't just call it "Consumer Exhibit by the XYZ Club." Have a club contest for the best slogan. Persuade the high school art teacher to have a poster project—and then display the posters all over town as announcements of the show. Paint the slogan in the boldest lettering you can and display it at the entrance.

Actual consumer goods make the best exhibit. Use them wherever you can. Labels and wrappers mounted on bristol board with special points circled in a contrasting color are effective and informative, but be careful to avoid the appearance of a commercial exhibit. You're trying to teach *how* to buy, not *what*.

If you are showing several things, have a booth for each major subject. Beaver board or plywood partitions about 8 feet high make an excellent background. Keep your background simple—a clear, light color on which lettering in black, white or some contrasting color will show plainly. Use the simplest, straightest lettering you can get. A few enlarged consumer cartoons or posters can be put on the background, but if you are exhibiting actual consumer goods, don't let your background decorations distract attention from the objects in the foreground. These, in many cases, are rather small and in themselves may not be traffic stoppers.

For a display counter, a fairly narrow shelf that is attached to the back wall is better than the card tables some clubs use. The shelf need be only some 8-inch boards on stout brackets. If instead of painting the boards, you cover them with bright, colored paper or cloth, you may even get the lumber yard to take the boards back after the show.

And now, bring out your cans, and packages, and jars and bottles—each group with a sign to explain what buying point you want to make. For variety, place some of the smaller signs on little raised platforms, or steps made of contrasting color cardboard. Be sure the groups of bottles, cans, or what have you, are spaced far enough apart so that people can see them without crowding each other and incidentally knocking over the exhibits. If you have a suspicion that the exhibits will prove too tempting to somebody, you can make a glass case to cover each group by taping 4 pieces of window glass together, leaving the back, which will be against the wall, open.

Explanation signs should be short and lettered in large enough type so anyone can read them without squinting. But signs aren't enough. Your experts must be on hand to do their stuff—let's hope they know it. Ideally there should be an expert for each section of the exhibit. She should tell a concise, brisk story and then be able to take on all questions, whether serious or heckling, with the calm of an authority.

Just one last word: Remember, although this may be the first consumer exhibit given in your town, it need not be the last. So, tell a few things clearly. Don't try to tell all.

Here are a few subjects for your committee to consider, together with some suggested titles and source material to start on.

Bread

Purpose of exhibit: To show what bread labels do and do not tell.

Titles: (1) "How Much Bread Are You Getting?" (2) "What's in the Bread You Buy?"

Materials: A variety of loaves of white, whole wheat, and "enriched" bread. Remove and save wrappers and labels from bread.

Committee Work: Collect and mount wrappers. Mark on them distinctively—with an arrow or circle done in bright colored ink or crayon—the information on each about net weight and ingredients. Work up a poster that discusses your conclusion regarding the information given or not given. Estimate the relative cost per ounce of each different loaf; tag each loaf with the cost per ounce. Find out from your local weights and measures (or sealer's) office whether there is a local law requiring labels or wrappers to tell the net weight and/or ingredients; find out also whether there is a law requiring bread to be sold in certain standard weights. Mount a copy of any appropriate law on a poster, underlining the appropriate sections. Does any of the bread sold in your stores come from another State? Get a copy of the Federal Food, Drug, and Cosmetic law; mark it for display similarly.

Sources of Information: Local stores and bakers; local weights and measures (or sealer's) office; Food and Drug Administration, Federal Security Agency, Washington, D. C. For a leaflet on "enriched" bread and flour, write to the Director of Nutrition, Office of Coordinator of Health, Welfare, and Related Defense Activities, Washington, D. C.

Canned Fruits and Vegetables

Purpose: To show (1) need for grade labels; (2) need for standardizing sizes of containers.

Titles: (1) "Checking on Quality" (2) "Government Grades Are Guides to Quality" (3) "Checking on Quantity" (4) "How Cans Compare" (5) "Calling Cans to Order."

Materials: Cans, labels, Government bulletins.

Committee Work: (1) Shop around to find a store that carries a wide variety of brands and can sizes of different types of canned fruits and vegetables. Purchase from that store all the different brands and sizes of one canned product. (Tomato juice is a good example.) (2) Make a list of the different prices paid, net contents, cost per ounce or per 10 ounces, number of brands. Put this into poster form to stand behind the array of cans you plan to exhibit. (3) Make a list of adjectives used on the labels to describe the quality of the contents and beside each group of adjectives put the price of the can. (4) Check to see if a nearby office of the Agricultural Marketing Service can grade some cans of fruits or vegetables for you; if so, select 4 or 5 cans of one type of product from one store. Be careful to keep a record of prices paid. When you get the results of the grading, turn them into poster form. The poster will be more effective if, in front of it, you can display a duplicate set of the graded cans, with the tops open, and the contents of the can spread out on platters or plates. (5) Get a set of the grade specifications for the product graded; display on a poster.

Sources of Information: Local stores; "Government Grading of Canned Fruits and Vegetables, Questions and Answers," mimeographed, free from the Agricultural Marketing Service, U. S. Department of Agriculture, Washington, D. C.; "Simple as A, B, C," CONSUMERS' GUIDE reprint No. 36–M, free from the Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C.; "How Cans Compare,"

BRIGHTENING the corner of a big city fair, one group of Omaha consumers displayed posters and bulletins warning consumers against deceptive containers and short weights and measures. One consumer was always there to answer questions.

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REAL FOOD that makes your mouth water helps the little grey cells to remember what's in a well-balanced meal. Having a chance to look at a poorly planned lunch side by side with a well planned lunch may tell more than a lot of pamphlets on good diets. This kind of exhibit must always look fresh. If you cannot arrange to keep it replenished, it's better to use models resembling the fresh foods.

CONSUMERS' GUIDE, October 5, 1936; "Calling Cans to Order," CONSUMERS' GUIDE, August 19, 1939.

Eggs

Purpose: To show (1) value of Government graded eggs, (2) food value of eggs, (3) State egg laws.

Titles: (1) "U. S. Grades Are Your Guarantee of Quality" (2) "Nature's Prize Package" (3) "Do You Know Your Egg Laws?"

Materials: Cartons with official U. S. certificates or seals, showing the different quality grades for eggs; large drawing, model, or photograph of eggs, for decorative background for information on food values of eggs, State law, Federal grade specifications.

Committee Work: Get a copy of the Federal grade specifications for eggs from the Agricultural Marketing Service of the U. S. Department of Agriculture. Explain on a poster the meaning and use of each grade. If possible, work up a list of stores where U. S. Government graded eggs are sold. Find out from the Bureau of Home Economics the food values of eggs. Work up a poster giving this information. Get a copy of "Recommended Dietary Allowances," from the Nutrition Division, Federal Security Agency, Washington, D. C. This recommends an egg "3 or 4 times per week." Illustrate this with actual eggs on a plate or display the pamphlet. Find out what your State law regarding eggs is; display the law or illustrate its provisions on a poster.

Sources of Information: "What Grade of Eggs Do You Buy?" from CONSUMERS' GUIDE, Consumers' Counsel Division, U. S. D. A.; Agricultural Marketing Service, U. S. D. A.; Bureau of Home Economics, U. S. D. A.; Nutrition Division, Federal Security Agency; your State Department of Agriculture.

Ice Cream

Purpose: To show (1) State and municipal standards for butterfat content, purity, and air content, (2) confusion of container sizes.

Titles: (1) "How Safe Is Your Ice Cream?" (2) "How Much Air Do You Buy?" (3) "How Much Do You Get?"

Materials: Ice cream ordinance from City Health Department; photographs of inspectors and laboratory technicians in ice cream plants—Ice Cream Division of City Health Department; models of various dishes of ice cream; all the different types and sizes of ice cream containers you can find.

Committee Work: Visit local ice cream factory and City Health Department; make chart illustrating local ordinance provisions on ice cream. Find out if there is a local regulation or law regarding the size of containers or their labeling as to net weight which may be used in selling ice cream. Turn this information into poster form.

BLOW UP your good photographs to tell your story. You can use them as background or by themselves. Be sure the photographs are good enough to start with to stand enlargement. Mount your photographs carefully. Don't overcrowd them.

WISE CONSUMERS LOOK FOR U.S. GRADES
CONSU
EGG WHI
COOK POULTRY WITH MODERATE
34161C

Sources of Information: "A Quiz on Ice Cream," CONSUMERS' GUIDE reprint, Consumers' Counsel Division, U. S. D. A.; Federal Ice Cream Specifications, Superintendent of Documents, Washington, D. C., 5 cents.

Meat

Purpose: To show (1) value of U. S. quality grades, (2) to explain the difference between the grade mark and the sanitary stamp on meat sold in interstate commerce.

Titles: (1) "Protect Your Pocketbook—Look for the U. S. Quality Mark" (2) "Protect Your Health—Look for the U. S. Safety Mark."

Materials: For a 1-day show: butcher display case showing 3 pieces of meat, each of the same cut, stamped to show at least 3 different quality grades, and the inspection stamp. For a longer exhibit: enlarged photographs of grade and safety stamps, grader at work, charts showing cuts of beef, veal, lamb, mutton, and pork.

Committee Work: Assemble materials; if there is a branch office of the Agricultural Marketing Service, visit it and arrange to see meat grader at work; make a list of stores offering U. S. graded meats.

Sources of Information: "When You Buy Meat," "More Strength to Your Meat Dollar," from Consumers' Counsel Division, U. S. D. A.; for charts on meat grades, write to Agricultural Marketing Service, U. S. D. A.; "Educational Illustration on Agriculture and Home Economics—Group 6, Meat Identification, Beef"; "Meat Dishes at Low Cost," Superintendent of Documents, Washington, D. C., 5 cents.

Milk

Purpose: To show (1) Milk should be safe; (2) Milk is essential; (3) How to get more milk to more people.

Titles: (1) "How Safe is Your Milk?" (2) "You Need Them—Milk's Got Them: Nutrients for Health" (3) "Let's Get Milk to Millions!"

Materials: (1) United States Public Health Service standard milk ordinance; your local milk ordinance. Photographs showing sanitary production on the farm; pasteurizing processes in dairy plant; hospital scenes, typifying illnesses that can be caused by milk-borne diseases. Report of the U. S.

Public Health Service on outbreaks of milk-borne diseases in the past year; reports from local Health Department on local cases of sickness from unsanitary milk. A map of the milk shed from which your city draws its milk. (2) One quart of fresh whole milk, and its nutritive equivalents; 17 ounces of evaporated milk, 5 ounces of American Cheddar cheese, 1 quart of fluid skim milk and 1½ ounces of butter, 4½ ounces of dried whole milk, 3½ ounces of dried skim milk and 1½ ounces of butter. (3) Bottles and containers of milk in all different sizes, from different types of stores and companies, and at different prices. If no company sells milk in 2- or 4-quart containers, make models to typify these. Photographs of consumer cooperative stores which sell milk; leaflets describing collective bargaining for milk, from the Consumers' Milk Committee of Washington, D. C. Photographs of children getting "penny milk" in schools; families buying "nickel milk" (obtain from Surplus Marketing Administration, U. S. D. A.).

THERE'S ACTION in this consumer exhibit, staged at the water's edge in one western city. Condemned scales and measuring devices were piled here for consumers to see, and then they were invited to help toss them into the sea where they no longer can steal pennies from honest merchants or helpless consumers.

Committee Work: (1) Call on your local Health Department in charge of enforcing your local milk ordinance. Find out how your local ordinance compares with the U. S. Public Health Service ordinance. Draw a map of the boundary of the milk shed from which your city gets milk. Find out why the boundaries are fixed where they are. Find out the advantages and disadvantages of such limitations. Put this information into poster form. If there is no milk ordinance in your community, work up posters which demonstrate the value of sanitary control of milk supplies. Try an experiment with your committee, each person tasting pasteurized milk and raw milk to see if he can identify which is which. (If you can afford to try this same stunt at the exhibit, you might help to overcome the prejudice some people have, on taste grounds, against pasteurized milk.) (2) Display the equivalents of a quart of whole milk. Gather together recipes for using powdered dry milk and skim milk. Find out where in your city dry skim and dry whole milk may be purchased. Get a copy of "Recommended Dietary Allowances," from the Nutrition Division, Federal Security Agency, Washington, D. C., and display the quantities of milk recommended. (3) Arrange a demonstration of the various prices at which milk is sold. Figure the relative cost of the nutritive equivalents of a bottle of whole milk, and tag these. Make posters which picture and explain how these programs work: "Penny milk"; "nickel milk"; consumer cooperation; collective bargaining for milk. If any organizations in your community now have programs for providing milk at low cost or free to needy families, picture and tell their story in posters. Make a model of a street of houses, before which stand delivery wagons of many different milk companies; make a poster which points out the costliness of duplicating delivery routes. Buy some fresh pasteurized milk and see how long it will keep fresh in a good refrigerator; make a poster out of your results to bring out the fact that people with good refrigerators don't have to buy milk every day, or have it delivered early each morning. Find out how much of the price you pay for bottled milk goes to farmers; picture this spread in prices and ask the question: How many other ways are there for cutting the cost of preparing and delivering milk?

DOMINATING the entrance to one consumer exhibit was this great hand. A small photograph of a hand holding imitation money (it is illegal to photograph real money) was enlarged to 5 feet, then mounted on beaver board.

Sources of Information: "Milk for the Family," Farmers' Bulletin No. 1705; "What Every Person Should Know About Milk," Supplement No. 150 to the Public Health Reports, 5 cents each from the Superintendent of Documents, Washington, D. C.; "Milk Ordinance and Code Recommended by U. S. Public Health Service," 35 cents from the Superintendent of Documents, Washington, D. C.; "Relief Milk Programs," Consumers' Guide, Reprint No. 42–M, free from the Consumers' Counsel Division, U. S. D. A.; "More Milk for Millions," Consumers' Guide, June, 1938, free from the Consumers' Counsel Division, U. S. D. A.

Make Your Own Consumer Bulletin Board

—it will help to spread your news and views

THE 1-2-3-4-5-6-7-8-9 of a consumer bulletin board runs like this:

1. Beg, borrow, or build a board. You may need an easel, too.

2. Decide where you want to hang the bulletin board as a rule, where it will go travelling.

3. Make a box to be attached or placed near the bulletin board for contributions and suggestions.

4. Decide how often you want the news on your bulletin board renewed.

5. Get a title for your bulletin board.

6. Appoint an editor who is responsible.

7. Post a notice on the bulletin board inviting contributions, cartoons, and captions for uncaptioned cartoons.

8. See to it that the bulletins on the board are news, that notices of meetings are taken down after the meetings take place, and that bulletins don't get flybitten and stale.

About Bulletin Boards in General

A bulletin board is a newspaper that is read standing up and which is issued in a one-copy edition.

Bulletin boards are an unpretentious, natural means of communication between people, so natural and so unpretentious that they appear spontaneously almost wherever people are likely to congregate, in churches, in neighborhood stores, in the rest rooms of offices and factories, in union meeting halls, on college campuses, in the foyers of theaters, in post offices, and sometimes just at crossroads.

What Good is a Bulletin Board?

A bulletin board is as useful as the ability to speak, and it is used almost as universally.

Consumer groups can use a bulletin board to:

(1) announce meetings
(2) tell people about their work
(3) keep members informed of the work they are doing collectively
(4) ask for workers on committees and campaigns
(5) put interest into consumer group programs
(6) educate members and others on consumer problems
(7) call attention to events of interest to consumers
(8) make consumer problems interesting by cartoons and anecdotes
(9) point out informative articles and books on consumer subjects
(10) supplement classes in consumer problems by listing bibliographies, or by the use of material which illustrates the problems discussed in class
(11) serve as a consumers' classified advertising medium
(12) publicize the activities of Federal, State, and local governments on behalf of consumers.

Where To Put a Bulletin Board

Sometimes consumers have no choice when it comes to locating their bulletin boards. Then they hang up their bulletin boards wherever they can. Where consumers do have a choice there are several things to keep in mind.

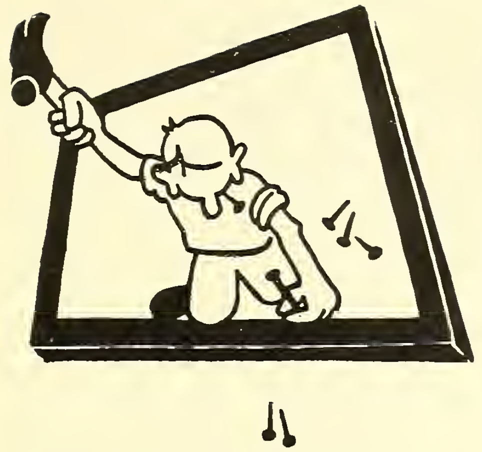
First you want to hang it up where you're likely to reach most of the people you want to read the bulletin board.

Second, you want to hang it up where people are likely to be able to stop and read the bulletin board without creating a traffic jam.

Third, you want a place where people congregate naturally.

Then you want to hang it so that all the people who are to read it can read it without trouble. It shouldn't be stuck up in a dark corner, it shouldn't be hung too high, or too low. For children of course you want to hang the bulletin board so that its center is at their eye level. For adults a good rule is to hang the board up so that the middle of it is 5 feet 6 inches from the floor.

It isn't necessary to give up the bulletin board idea if you don't have a place to hang



it. What you do is to make yourself a portable bulletin board.

This is done by buying or building an easel, a rack mounted on 3 legs, which can be constructed to fold up or not.

With such an easel you can spot your bulletin board wherever it will be most useful at the moment. If you are holding a meeting, you can set up your bulletin board at the back of the room where it can be read before and after the meeting. This is a particularly useful device if your organization has no permanent meeting place and must meet at one member's home one week and at another member's home the next week.

Design For a Bulletin Board

A bulletin board can be any board you can lay your hands on that you think is suitable.

If you have an esthetic eye, however, there is a very easy cheap way to make a handsome bulletin board.

Get a piece of beaver board 30 by 40 inches. Then get about 18 feet of half rounds (a kind of thin molding), or 18 feet of narrow molding board, or about 18 feet of a thin strip of wood a half inch wide and a quarter of an inch thick. The total cost of this material should be no more than a dollar or so.

Use the trimming wood to make a frame for your bulletin board.

Then buy 2 eye hooks and screw them through the back of the bulletin board into the wooden frame about a foot from the top of the board. Then tie a loop of wire to each eye hook. Such a bulletin board can be hung from 2 nails or hooks like a picture. Then you will be able to remove it from the wall simply by lifting it off the nails. This method of hanging the bulletin board simplifies the editing of the board. It's easier to fasten your bulletins to the board if you can take the board down and place it on a table for editing. It also enables you to send your bulletin board visiting when this is desirable.

The bulletin board is now in rough shape ready to hang.

Before it's hung, however, you might paint the board, making the frame one color, and the board another.

One other detail belongs on every well-appointed bulletin board, a title.

The title can be lettered on a piece of cardboard about 4 inches high and 20 inches long. A good idea is to use up some more of your molding by making a frame for your title.

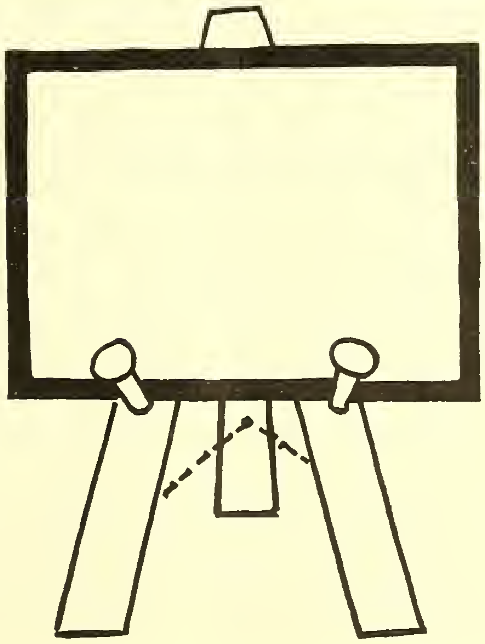
A bulletin board is exceptionally well equipped if it has a contributor's box. This can be a nailed up cigar box with a slit in the top of it either tacked to the lower edge of the bulletin board or nailed down near the board. If someone who is adept with tools frames your bulletin board, he can also make a contributor's box for you at the same time. On the box, however you make it, put a sign to indicate that contributions and criticisms are welcomed.

If you offer weekly honorable mention for the best caption for an uncaptioned cartoon on the board, then post a sign suggesting that captions be dropped in the box.

The more contributors you can get for the bulletin board the more certain you can be that the bulletin board is catching on.

The Editor and the Publication Date

Once you have the bulletin board set up, you ought to appoint an editor for the bulletin board and let him (or her) select as many assistants as he needs.



When you select an editor, choose someone who knows what the bulletin board is supposed to do; someone who is familiar with your organization and the problems it deals with; someone who is always interested enough in the organization and the problems to do what he promises to do.

Be sure too, that you don't appoint an editor who is already busy to distraction with other jobs. In many organizations well-intentioned people promise to get out a paper, or edit a bulletin board, or do some committee work and then find that they don't have time to do what they promised to do. The result is the person becomes embarrassed over his failure, and sometimes he actually drops out of the organization.

Once you have your bulletin board and your editor, you should decide how often you want your bulletin board to be edited.

A bulletin board which goes unchanged for weeks at a time soon becomes a dead spot on the wall, and people get out of the habit of reading it. If the news is freshened frequently, however, it soon builds up a regular circulation.

Factors which should determine how often the bulletin board should be edited are: If the bulletin board is to hang in clubrooms, how often does your club meet? Are there many regularly scheduled events in your community which would interest your members? If so, the bulletin board might be timed to announce them in advance. If the bulletin board is to hang in a cooperative store, does the store ordinarily change prices weekly? Then the bulletin board might be edited weekly. If the bulletin board is to be edited in conjunction with a consumer class, let its publication date be the date of the class meeting.

It is a good idea to post at the top of the bulletin board the date the bulletin board was last edited. It can be annoying to read a lot of bulletins only to learn later that they are at least a month old, and that all the announcements are of events which took place long ago.

The Editing Itself

A bulletin board can be exciting reading for everyone.

A very good bulletin board tries among other things, to have a variety of news, presented in a variety of ways. You can have news about: coming meetings, what your committees are doing, what your organization has been doing, personal activities of your members, what Federal, State, and local agencies are doing for consumers, what's a bargain anywhere, what to look out for (when buying), what consumers are doing around the country, meetings they've held, speeches they've made, thumbnail book reviews, one line reviews of magazine articles, things to buy, sell, and swap, consumers' problems and housewives' events.

The best way to get all this news on your bulletin board is to departmentalize it. The departments don't have to be rigid, but in general you should keep all of the same kind of news together and not let any one kind monopolize the board. Use the top of the bulletin board for the most important stories, just as newspapers use their first page for headline news.

Variety is also necessary in the presentation of the news. You should use charts, drawings, cartoons, as well as magazine and newspaper clippings.

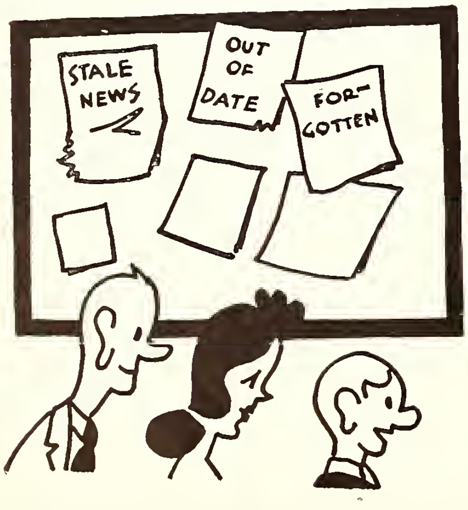
Bulletin boards sometimes get cluttered up with leaflet announcements and clippings. To prevent this the editor should determine for himself whether the announcement on a leaflet deserves all the space it takes. If it doesn't the editor should type up the news briefly and post this notice instead of the leaflet itself.

The same rule should apply to clippings from magazines and newspaper articles. No one is going to stand in front of a bulletin board for the 12 minutes and 22 seconds that's reading time for some magazine articles. Digest this news into a couple of paragraphs, one paragraph is better, and then indicate where the entire article can be read if anyone is interested.

People who read their newspapers carefully know that the first paragraph or two of a news story tells the news, and that the rest of the news item is elaboration. It's that first paragraph that should go on a bulletin board, no more.

Take the news departments on a bulletin board one at a time.

Coming meetings—These can be displayed under a permanent drawing made on cardboard with the title "coming meetings," or "meetings." Underneath the card the meetings can be typewritten on a sheet of paper in their chronological order.



FLASH !
HOT NEWS!
NOW!

Committee news—Can be presented similarly under headings which tell what each committee is supposed to do. For example, the committee on education might be listed like this: Education—Elsie Jones, Chairman, needs volunteers to conduct a study of food prices—now preparing a report on fabrics for presentation at the next meeting—meets every Wednesday, 1 o'clock—Chevy Chase High School Auditorium.

Organization news—This usually is your big news, and it can be presented either through leaflets the organization has issued, or letters it has sent, or perhaps through a specially written story with handlettered headlines.

Personals—Are important because many people who might not stop to read a consumer bulletin will stop to see who has had a baby. Once they have stopped, they'll also read the other bulletins on the board if it is attractively set up. A typewritten sheet of paper can carry your personals. Care should be taken not to give anyone offense in the personals. Keep the personal notes to news, and don't let it slip over in keyhole gossip.

Federal, State, and Local Activities—Use the headline and first paragraph of the newspaper clipping, or else type up a brief story of your own, with directions telling where more information can be obtained.

What's a Bargain Anywhere—Don't try to cover the whole field of bargains, but if there is some food that is a bargain at the moment, or some building material that's available very cheaply, or some special group buying project under way, mention it. This might very well be a regular feature—the bargain of the week.

What to Look for (When Buying)—This could also be a permanent feature of your bulletin board. All you would need to do would be to give buying information on one commodity a week. For example, you might have a note on buying a chest of drawers. "Look inside the drawers," tell your readers, "are they dovetailed evenly?" "Are they sandpapered and finished where the work can't be seen as well as on the outside?"

Book Reviews and Magazine Articles—Don't try a formal review. Simply the title and author and what it's about generally all in one sentence. Then if the book or magazine is available through your club or organization tell how to get it.

Want Ads—You can type up the want ads on a sheet of paper, what someone has to sell, what someone has to buy, what rooms are to rent and what's to swap, or you can attach a notebook to the bulletin board by a string and have people write their wants in it. The editor should be sure to keep the want ads up to date.

Consumer Fables and Humorous Events—Another thing that brightens up a bulletin board is humor. The humor, however, should not be jokes clipped from papers with no relationship to the purpose of your organization or the members in it. If something humorous happens to one of your members, that's all right. And if a mildly funny story about the consumer movement runs your way, that's all right. Don't go too far afield for humor.

Finally, if the bulletin board is hung up somewhere where people gather around, it might carry a message book, a notebook attached to the bulletin board by a string in which people tell each other why they can't wait to keep an appointment, or tell their fellow committee members where the special meeting is to be held.

Cartoons, Drawings, Charts—If you have someone in your organization who can draw then by all means put them to work making cartoons and drawings for your bulletin board. Like the news the cartoons should be changed regularly. If you don't have anyone to draw your cartoons, you can cut some cartoons out of magazines and newspapers. Most of the time you will also be able to discard the original captions and write up captions of your own which give the cartoons a local slant. Or you can take a cartoon, cut away the caption and offer a small prize, or just honorable mention to the cleverest caption submitted for the cartoon each week.

Build Your Own Information Center

and then tell everybody about it

TAKE A WELL-ORGANIZED consumer information file, add one well-stocked consumer bookshelf, and a carefully prepared 3 x 5 card index reference file. Flavor them now and then with an attractive consumer exhibit. Place them all under the care of a well-informed teacher, group leader or librarian, and you have a Consumer Information Center—a long step toward an effective program of consumer education in your community.

A Consumer Information Center may be located in many different places. The only essential is that it be in a spot where community-wide service can be rendered. Maybe that will be the public library, the club rooms of some community group which is studying consumer problems, the school library or classroom.

THE CONSUMER INFORMATION FILE IS ingredient No. 1 for a successful Information Center. Consumer education is a relatively new development and the factual information that consumers need is scattered through a wide variety of sources. In a well-stocked consumer information file you will find leaflets, pamphlets, mounted newspaper clippings, articles taken from magazines, and excerpts copied from books and other publications. These materials are generally kept in file folders in an ordinary file cabinet. You can buy such file folders at a stationery store or a school supply house. If this is not possible, dividers for the major sections of the file can be made out of cardboard. If filing cabinets are too expensive, the high school manual training department may be able to build wooden file boxes which can be placed on tables for convenient use. In some cases, teachers and group leaders have resorted to wooden and cardboard boxes secured from stores.

WHAT SUBJECTS SHOULD BE COVERED IN a consumer information file? The following section headings for such a file are not listed with the thought that they should be slavishly followed. Instead they are intended to give a general idea of the possible scope of such a project.

Section 1 might be headed "Buying Information—Sources of." Folders in this division could be devoted to information on advertising, brands, labels, guarantees, standards, grades, specifications, and so forth.

Classifications for Section 2, "Commodities," might include food, clothing and textiles, cosmetics, household equipment, household furnishings, medicines, drugs and cures.

Section 3 could be devoted to "Consumer Services." The following are a few of the many services which might be included under this heading: communication, dental care, dry cleaning, education, entertainment, housing, insurance, medical care, public utilities, recreation, and transportation.

Section 4 might be titled "Cooperatives." Here the materials could be arranged by the national area in which the cooperatives are located, by types of cooperative problems and by types of services rendered or commodity handled.

Some teachers will want to have another major section, "Consumer Education." Bulletins dealing with consumer education could be classified according to the subjects covered and level of instruction for which they are intended.

Teachers and librarians who wish to develop a comprehensive file will want to examine a bulletin, "SUBJECT HEADINGS IN CONSUMER EDUCATION," by Loeta Johns which is available at 10 cents a copy from the

JUNIORS will use your consumer information center, too, if you have shelves within their reach and the tables and benches are built to fit short legs.

Institute for Consumer Education, Stephens College, Columbia, Missouri. This 32-page list of file headings will suggest many new lines of development for your filing system.

Don't try to develop an overly elaborate file when you first start. Let the file grow to meet the needs of your group. Be selective and avoid useless duplication. Teachers and club leaders should first of all organize sections in their files to cover the main topics of their study programs; then let the file develop along with the interests of your group.

Collecting materials for the file is the next big job. Most groups, operating as they do on a limited budget, have to confine their selections to free or low-cost material. Fortunately there are hundreds of such bulletins. Consumer bibliographies are the tools which you will want to use here. If you are a teacher and want to locate materials for use in organizing a consumer course, you will want to secure "Materials for Consumer Education," a bibliography prepared especially for teachers and just released by the Consumers' Counsel Division of the U. S. Department of Agriculture. Copies may be ordered from the Superintendent of Documents, Washington, D. C., at a cost of 10 cents. This bibliography has a section which lists the recent guides for adult consumer study groups.

When it comes to collecting materials on the buying of commodities and services, and on related consumer problems, there is a bibliography which you will find especially helpful: "Consumer Knowledge Builds Defense," issued by the Consumer Division, Office of Price Administration and Civilian Supply, Washington, D. C. It is distributed free of charge.

Clipping collections make useful materials for consumer study groups. These can be built up gradually from newspapers and magazines. To keep clippings from getting ragged, they might be mounted on sheets of paper.

Two other ingredients for a Consumer Information Center, a bookshelf and a 3 x 5 card index file, make it a good working center. Check the bibliography, "Materials for Consumer Education," for a list of consumer textbooks for high schools and colleges. Another useful list of books is contained in "Brief Guide to Consumer Literature" by Loeta Johns, which is available from the Instiute for Consumer Education, Stephens College, Columbia, Missouri for 5 cents.

As students and teachers carry on their studies they can build up a card file giving the best references to subjects in the field of consumer education. This would enable members of the class to locate easily and quickly the books and magazine articles in the library which deal with the problems at hand.

Consumer Information Centers are not a new idea. One was developed in Decatur, Illinois, several years ago, through the cooperation of the Home Economics Department of the James Milliken University, and the Decatur branch of the American Association of University Women.

The American Library Association, through its official publication, has called librarians' attention to the possibilities of greater cooperation with consumer groups in building information centers.

There are many ways to start, and many ways to build. The important thing in creating a source of information for household buyers is to make a beginning with what you have or can easily collect, and to let the public know that here is a place where they can get help with their buying problems.

Now more than ever before, when community resources are being mobilized for full utilization in this emergency period, it is important that consumers have information on how to spend their money wisely and how best to use the things they buy. A Consumer Information Center can be an effective means of achieving this end.

Plan Your Own Consumer Conference

—ideas germinate and generate when people get together

ONE CONSUMER, scratching his head over a consumer problem, doesn't make a conference. Add another, engrossed in the same mental effort, and you have a conference. Add a third and you begin to get a crowd. Little as well as big crowds conferring to any sincere purpose work together best when plans are made beforehand, when there is advance organization to carry through these plans, and when conferences end up in working programs that give each conferee a job to carry through.

Consumers need to get together, now and then, to exchange ideas, discuss the state of consumer affairs, and take action to improve consumer welfare in their communities. That's why consumer groups hold conferences. If you are thinking of having a consumer get-together, here are a few pointers to consider.

It takes time to develop a successful consumer conference. Get the date of your conference fixed far in advance to do a clean job of preparation. Plan to have a conference at a time when everyone who's expected to be there can be there. Be sure to give the conference time enough to get its work done, without prolonging it unduly.

Consumer conferences are not self-generating. They require the active sponsorship of some organization. Consumers who don't belong to any organization can constitute themselves into a temporary planning committee for a conference just to get things going.

A live-wire planning committee can do more than anything else to insure the success of a program. Work should be assigned to specific persons. Planning committees should meet regularly to get progress reports on what has been done, and to reassign work when a committee or a person falls down. They should spread the work, and not overload people who take their responsibilities seriously just because they are reliable.

Consumer conferences should tackle real consumer problems and tackle timely ones. People have too many problems already to be interested in giving up time and effort to discuss abstractions. Nor do people like to give up time to discuss problems that aren't urgent at the moment. This means conferences should tie in with the headlines. It does not mean that other consumer problems won't be discussed, because once you start to work seriously on one consumer problem you soon find out that it is joined to another consumer problem which must also be dealt with.

Is there a milk price rise pending? Then that might be the organizing theme of a conference. Out of the discussion might come consideration of "nickel" milk for low-income families, or penny milk for school children, or Food Stamps.

Have food prices risen precipitately recently? The cost of living makes the conference theme. You will discuss naturally how a Market News Broadcast would help consumers get more food for less money, or how consumers should cooperate with Government agencies in keeping prices down.

Has the local weights and measures bureau issued a report recently on defective scales that give short weight?

Perhaps a newspaper has had a series of articles on loan sharks.

The defense emergency may have created a housing shortage.

The list of consumer problems which become urgent from time to time is endless; high meat prices make a discussion of meat grades a headline catcher; a dramatic incident brings the State Food, Drug, and Cosmetic Law into focus; a Board of Education meeting puts the spotlight on the possibility of consumer education in the schools; a new library appropriation brings up a consumer information center in the public library.

The point is that consumers' conferences should discuss actual consumer problems that are important to consumers at the moment.

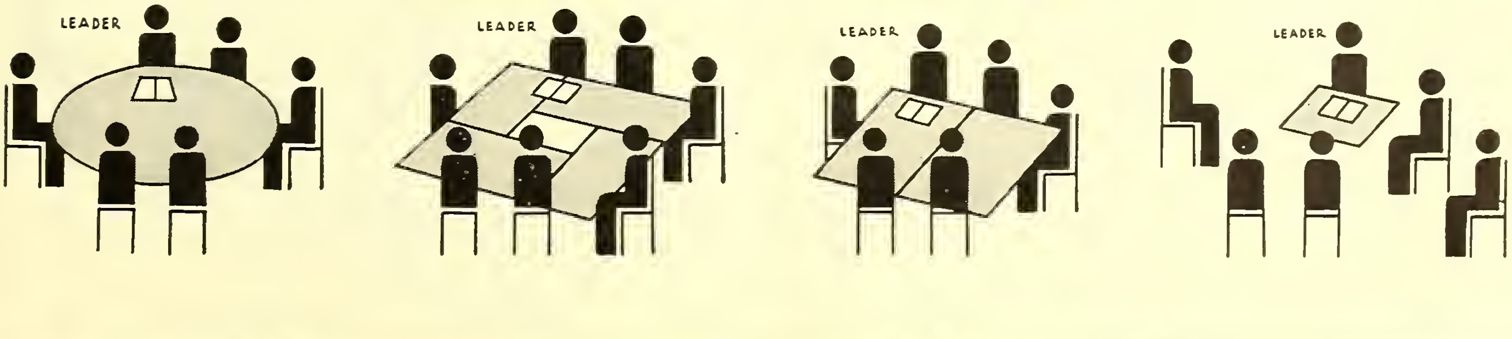
Some or all of these sub-committees help to make conferences successful:

1. Publicity Committee to handle all promotional activities.
2. Speakers Committee to take care of all arrangements with speakers and discussion leaders.
3. Activities Committee to figure out ways of giving variety to the program through activities, and to handle entertainment.
4. Local Arrangements Committee to secure a proper place to hold the conference, and get all equipment needed by speakers.
5. Exhibits and Literature Committee to collect and set up exhibits, and secure free publications which may be handed out at the conference.

I. Publicity Committee

Tell your story dramatically, and tell it to everybody. Remember that a cut-and-dried announcement of a meeting may get only 2

IT'S HARD to think straight when you are physically uncomfortable, and it's easier to get good discussion going when everybody can see everybody else. Taking care in advance of the simple things—good ventilation, comfortable chairs and friendly arrangement of them—can help to make conferences successful.



paragraphs on page 28 of your local paper, but a dramatic presentation of what the conference is about can get a picture on page 1 or on the page devoted to local news.

In Omaha, Nebr., consumers staged a spectacular public destruction of defective scales in front of the City Hall to publicize a campaign for more effective weights and measures law enforcement. They also persuaded a local department store to install a scale customers could use to checkweigh their purchases to highlight a "watch your weights and measures" campaign. In Arlington, Virginia, a Milk Consumers Committee paraded a cow through town with a sign on it, saying, "Milk me, not the consumers."

Besides thinking up stunts, there is serious hard work to be done on the publicity committee if everyone is to know about your conference and its objectives.

News releases issued at regular intervals before the conference build up interest. Each release should end with a mention of the time, place, and purpose of the conference. Releases, of course, must be different. If milk is going to be your theme, you might start off with a statement by some authority on underconsumption of milk in the city; next, compare prices in your city with some nearby city. Follow with a statement on the amount of milk that could be sold if prices were lowered.

It's always a good idea to go in and talk to the people on the papers who handle your news. They're usually willing to help you on a project that has legitimate community interest. Occasionally a newspaper may be willing to take up some part of your consumer program and get behind it with feature stories and editorials.

Newspaper notices aren't enough. Announcements on the radio are valuable attention getters. Other organizations may be willing to mail out notices to their members. Posters can be put up at the meeting places of every organization interested in consumer problems, at union halls, and on the bulletin boards of schools where adult education is going on. If the Home Economics Departments of the public schools are taking part in the conference, they may be able to get the public school art classes to prepare the posters. The public library may even set up a special display of consumer booklets or pamphlets which features a notice of the conference. A speakers bureau of people who will go to meetings of organizations around the city to talk about the conference helps to round up people.

II. Speakers Committee

Choose speakers with care! Watch out for the speaker who is an expert in his line but who lacks "punch" in presenting his ideas. Search for those leaders who not only know their subject but can present it effectively.

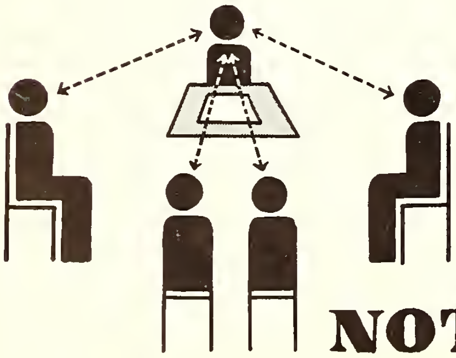
Convince the speakers that you are putting on a well-organized conference. When you invite them to participate, send them a typed copy of the entire program. See that they get copies of all publicity. Just before the conference send them another note asking if you can help them with transportation or with equipment they need for their talks.

Where to find speakers will bob up sooner or later. The following persons or agencies may be able either to furnish or give you the names of outside speakers: (1) the Regional representative of the Consumers' Division of the Office of Price Administration and Civilian Supply (look for him or her at the Regional Office of the Social Security Board); (2) the State or County Extension Service; (3) the Department of Home Economics of the State University or some nearby college; (4) the consumer representative of your local or State Defense Council; (5) the Directors of the local or State Departments of Markets, Weights and Measures, Health, or Welfare; (6) people from the Economics Departments of the local colleges. Also get in touch with agencies of the Federal Government doing consumer work. (For a partial list of these see "Consumer Services of the Department of Agriculture," pages 3–8 of the March 1, 1941, CONSUMERS' GUIDE.) One of the staff members of these agencies may be in your general vicinity at the time of the conference and be glad to speak before your group.

Discussion leaders should be primed to promote discussion at the conclusion of the general sessions. Generally all that is needed is for someone to lead off. Because many individuals are inclined to be timid about discussing issues in a large meeting, you may want to turn over one of your sessions to small discussion groups. In some cases a panel of appointed participants for each discussion group is set up several weeks before the meeting. The members of the panels then have an opportunity to prepare for the discussion in advance. The chief danger which leaders will have to guard against is the domination of the discussion by some unusually talkative person.

A not unheard-of difficulty is that the leader himself will have entirely too much to say. Two helpful leaflets for your discussion leaders and committee members are: "Suggestions for Discussion Group Leaders," and "Suggestions for Discussion Group Members," which are available free of charge from the Extension Service, U. S. Department of Agriculture, Washington, D. C. Another helpful publication is "A Manual of Group Discussion," available from the Extension Service, University of Illinois, Urbana, Illinois. The cost is 25 cents to residents of Illinois and 35 cents to nonresidents.

THERE'S BETTER thinking and talking done when the talk in a discussion group keeps moving around the room and takes in everybody. It's the business of the discussion leader to see that it does.



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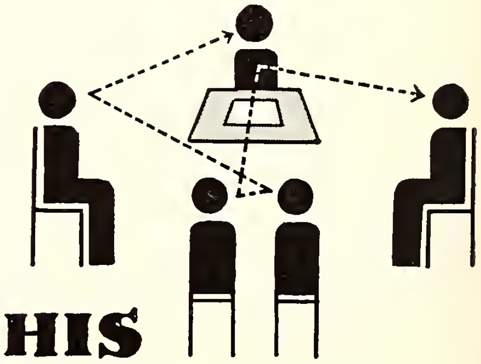

BUT THIS

III. Activities Committee

Audiences get tired if they are talked at all day. That's where your Activities Committee comes in. This committee should consider the possibility of having social affairs in connection with the conference. At one consumer conference a consumer quiz was conducted by the students of one of the college departments. A meat or canned goods grading demonstration, the testing of some type of consumer goods, or a consumer movie also add variety to your program. A list of consumer and cooperative movies is contained in the bibliography "MATERIALS FOR CONSUMER EDUCATION," available from the Superintendent of Documents, Washington, D. C., for 10 cents.

IV. Local Arrangements Committee

This committee handles the negotiations for a place to hold the conference. They should make sure that there is suitable space not only for the general sessions but also for the small discussion groups. If the general meetings are held in a large hall perhaps it may be possible to make arrangements for a public address system. Some of the speakers may need a lantern for showing slides, or a stand to hold charts. This committee might also take care of the registration.

V. Exhibits and Literature Committee

Exhibits should be related as closely as possible to the theme of your conference. For example, if you are having the local sealer of weights and measures give a talk, he may also be able to furnish an exhibit. Many suggestions for the Exhibits Committee are contained in the first article in this issue. State and Federal consumer agencies sometimes have leaflets or short bulletins in sufficient quantity that they may be distributed to all who attend your conference. In writing for literature be sure to send a copy of your program and a careful estimate of expected attendance.

You can't talk forever—finally you've got to go to work.

The purpose of a consumer conference is to get something done about consumer problems.

That means you've got to decide what you want to do, and then you must go to work doing it.

Each session of your conference should, after its discussions, prepare a resolution or statement which expresses the mind of the session on what the problem is and what would solve it.

ARE YOU ALERT AS A CONSUMER?
DO YOU GET YOUR MONEY'S WORTH?
DON'T BE FOOLED

THIS CONFERENCE leader takes time off from speech making to show consumers pictures and stories about consumers who are wise and some who are not so wise. Exhibits make excellent background for consumer conferences.

At the final session these resolutions should be presented to the conference for modification, and final adoption.

A permanent continuing committee for a consumers' conference should then be elected, and instructed (1) to coordinate work on consumer problems on behalf of all the affiliated organizations, informing member organizations of developments on the consumer front and taking action on consumer problems as the occasions arise, (2) to establish subcommittees to carry out the purposes of the resolutions adopted by the conference and to report back to the affiliated organizations.

If at all possible, publish proceedings or issue a report of your conference. Here are the proceedings of several conferences which may furnish ideas for the use of your Planning Committee:

Bibliography of Consumer Conference Proceedings

1. BUSINESS-CONSUMER RELATIONS CONFERENCE ON ADVERTISING AND SELLING PRACTICES. June 5–6, 1939, pp. 115. Address: National Better Business Bureau, Chrysler Building, New York, N. Y. $3.75.
2. MAKING CONSUMER EDUCATION EFFECTIVE. 1940, pp. 253. The proceedings of the Second National Conference on Consumer Education held at Stephens College, Columbia, Mo., April 1–3, 1940. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. $1.00.
3. PROCEEDINGS OF THE SECOND CONFERENCE ON BUSINESS-CONSUMER RELATIONS. May 13–14, 1940, pp. 134. Address: National Better Business Bureau, Chrysler Building, New York, N. Y. $2.50.
4. CONSUMER EDUCATION: WHY AND HOW. Bulletin No. 75. 1940, pp. 40, mimeo. Proceedings of a conference on consumer education held at George Peabody College for Teachers, May 17–18, 1940. Address: Curriculum Laboratory, George Peabody College for Teachers, Nashville, Tenn. 25¢.
5. PROCEEDINGS OF A CONFERENCE ON CONSUMER EDUCATION. 1940, pp. 57, mimeo. Address: Williamsport Education Association, Curtin Junior High School, Williamsport, Pa. 35¢.
6. CONSUMER EDUCATION FOR LIFE PROBLEMS. Proceedings of the Third National Conference on Consumer Education, April 7–9, 1941. Address: Institute for Consumer Education, Stephens College, Columbia, Mo. $1.50.

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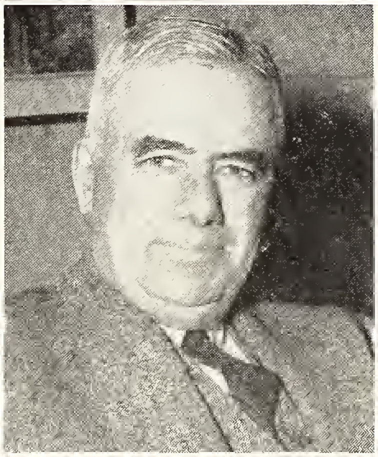
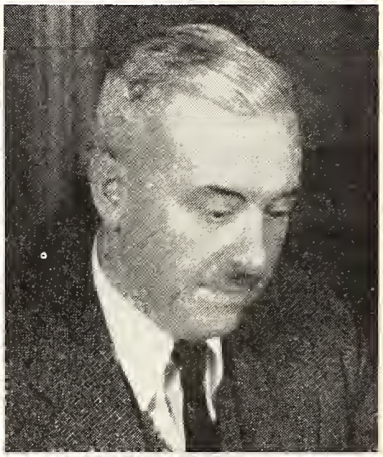


M. L. WILSON, Chairman, Nutrition Advisory Committee.



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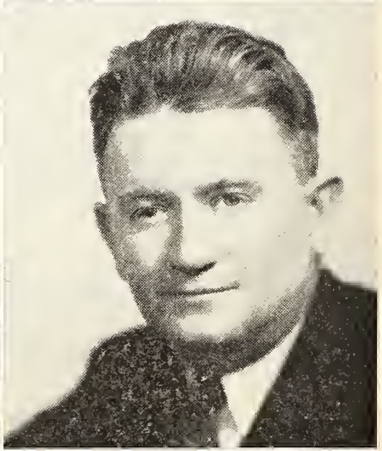

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Mayo Clinic, Rochester, Minn Chairman, Food and Nutrition Committee, National Research Council.

HENRY C. SHERMAN,
Professor of Nutrition, Columbia University, New York, N. Y.

JOHN R. MURLIN,
Professor of Physiology, University of Rochester, Rochester, N. Y.

IN MAY 1941 a thousand people met for 3 days in Washington, D. C. They were summoned to the Capital of the Nation by the President to do a job. That job was to create, for the first time, a common platform upon which the Federal Government, State and local government, industry, labor, and consumers can stand together "united for the fulfillment of definite objectives in nutrition."

THE PRESIDENT'S CALL

"Total defense demands manpower. The full energy of every American is necessary. . . . Efficiency and stamina depend on proper food. Fighting men of our armed forces, workers in industry, and families of these workers, every man and woman in America must have nourishing food. . . . We do not lack, as we will not lack, the means of producing food in abundance and variety. Our task is to translate this abundance into reality for every American family."

—FRANKLIN D. ROOSEVELT

THE CHALLENGE

"We are here to discuss nutrition.

"We undertake the discussion for two reasons:

"First, new and startling facts about nutrition have become known facts which are vital to the strength, health, and security of America.

"Second, America faces today one of the greatest crises in her history—a crisis of such broad significance that we cannot afford to compromise our national strength in any way. . . .

"We propose to come out of this conference with the objectives of a national nutrition policy clearly and vigorously set forth."

—PAUL V. McNUTT

WHO CAME?

". . . There have been invited to this conference many kinds of people. First come the experts—the doctors, dentists, nurses, home economists, social workers, the professional nutritionists, and those who have an especial interest in feeding our armed forces well.

"Then there are representatives of the great farm organizations, because we know that the men who produce the food are as important as those who serve and eat it.

"The millers, the packers, the canners, the dairymen, and all the varied wholesale and retail food concerns are represented, because they are the channels through which food flows on its way from the farmer to the table.

"Land grant college professors, who live continually with the farmers and the food trades, are here.

"So, also, are representatives of the great national consumer organizations, such as union labor, women's clubs, Negro organizations, etc.

"Dozens of Federal Government agencies are represented as well as a number of State and local agencies."

—HENRY A. WALLACE

WHAT THEY DID

They listened to speeches from experts in and out of Government. They gave their own testimony of America's need for and capacity to provide safe and abundant meals for everyone. They rough-hewed the planks that must go into the platform for an adequate nutritional program for the Nation.

This issue of CONSUMERS' GUIDE gives you highlights from the first National Conference on Nutrition ever called by a President of the United States. Some of the quotations which appear are the observations of experts shown on this page who addressed the Conference; some are recommendations of sections of the Conference; others are taken from the final report of the 900 delegates to the President.

We can have a people who have enough to eat

—ELEANOR ROOSEVELT

"**WE HAVE BEEN ASKED** by our Commander-in-Chief to tell him what we can do to make America strong by making Americans stronger for whatever perilous task may lie ahead. . . .

"Our answer is that, given the national will to do it, we have the power to build here in America a nation of people more fit, more vigorous, more competent; a nation with better morale, a more united purpose, more toughness of body, and greater strength of mind than the world has ever seen."

—THOMAS PARRAN

"***COMPARING OURSELVES*** *with certain nations we find the difference is so startling as to make us feel this country is truly blessed. And yet, when we study the facts coldbloodedly and not boastfully, we find that at least three-fourths of the people in the United States do not have what can be called* good *diets by any reasonable standard. At least 40 million people in the United States are suffering from very bad diets."*

—HENRY A. WALLACE

"**CALL IT MALNUTRITION,** call it undernourishment, call it dietary deficiency or what you will—when men and women and children fail to eat the foods that give them full life and vigor, they are in fact starving."

—M. L. WILSON

"***WE KNOW*** *that a lot of people who are regarded as poor prospects for jobs need food. They are set down in personnel records as lazy or dumb. . . . What is really wrong with them is they are hungry."*

—PAUL V. McNUTT

"**SELECTIVE SERVICE** has examined physically a million. . . . Approximately 400,000 have been found unfit for general military service—probably one-third of these are suffering from disabilities directly or indirectly connected with nutrition. . . ."

—LEWIS B. HERSHEY

"***WE MUST RECOGNIZE*** *that there are many millions in the cities who get paid very little and who today are getting no more than they did a year ago."*

—HENRY A. WALLACE

"**MORE THAN 40 PERCENT** of the children in this relatively favored group (employed wage earners and clerical workers) live in families whose incomes are below the level necessary to provide adequate food, as well as suitable housing, clothing, medical care, personal care, union dues, carfare, newspapers, and the other sorts of recreation for which city families must pay in dollars and cents."

—FRANCES PERKINS

"***OUT IN OHIO,*** *a survey was made last year among rural families in one community. . . . Only half of them produced enough milk for themselves; only one out of 10 put up enough vegetables to meet their winter needs. In fine dairy sections like New York you find many farm families who don't keep enough milk for their own use."*

—CLAUDE R. WICKARD

"**HERE, THEN,** is the challenge we must face: We are pledged to the proposition that no one in this great democracy shall starve, even with hidden hunger, and we are faced with the fact that 40 percent of our people have poor and inadequate diets."

—M. L. WILSON

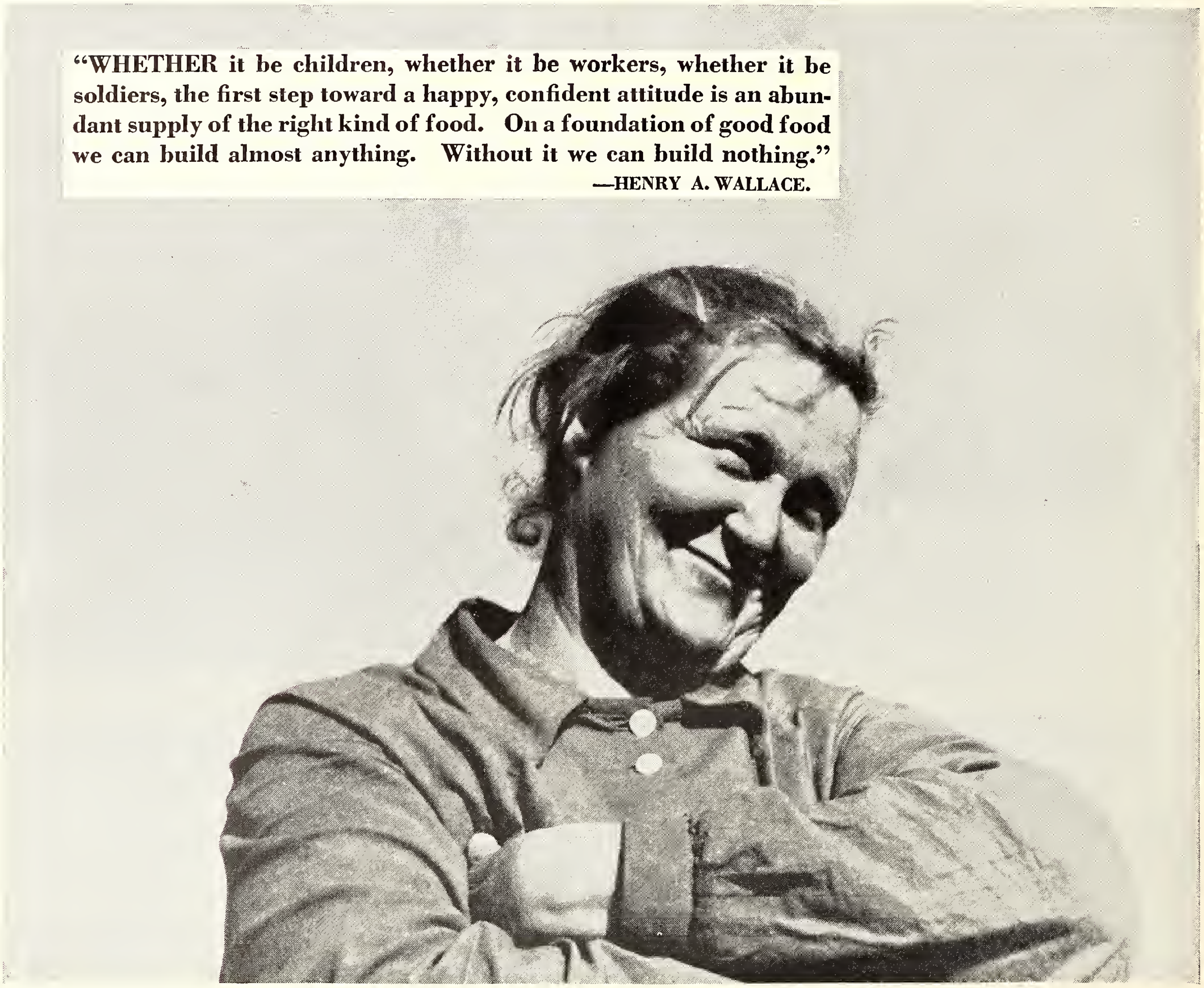
"NO NATION, certainly no large nation, has ever truly conquered hunger, the oldest enemy of man. Such an aim is not too high, such a goal is not too difficult, for the people of the United States. It is in line with our tradition of pioneering on new frontiers. It is a particularly fitting task for us in this day when democracy should point the way to a new and better civilization for oppressed peoples all over the earth."

RECOMMENDATIONS TO THE PRESIDENT.

WE AMERICANS want good health to
e the heritage of all, on as democratic
basis as the suffrage itself. We want
o property qualification for health."
—THOMAS PARRAN.

"NUTRITION is not a nine-letter wor
emblazoned with men in white rampan
upon a field of vitamins. It is a four-lette
word—food—good food and plenty of it."
—PAUL V. McNUTT.

What good nutrition can do



"WHETHER it be children, whether it be workers, whether it be soldiers, the first step toward a happy, confident attitude is an abundant supply of the right kind of food. On a foundation of good food we can build almost anything. Without it we can build nothing."

—HENRY A. WALLACE.

Build a stronger Nation

"It means the freeing of perhaps one-third of our people from ills directly or indirectly due to food conditions.

"It could mean, also, the building of higher health and efficiency in people who are already well and efficient."

—HENRY C. SHERMAN

Add years to living

"If we replace an average *diet with an* adequate *diet, we get a 10-percent increase in the active virile life span. This would mean more in terms of human longevity than to wipe out cancer as a cause of death."*

—THOMAS PARRAN

Stave off disease

"There are several dozen diseases which are not caused directly by poor diet but for which poor diet furnishes an excellent seedbed. Undoubtedly, we can reduce the death rate from these diseases by many hundreds of thousands by adequate food."

—HENRY A. WALLACE

Make life more fun

"I was told by a physician in New York that the clinical complexion of the clientele in a large dispensary changed dramatically after the Food Stamp Plan was introduced in that community. . . . After adoption of the Stamp Plan, the appearance of more than half of the patients decidedly improved. Indeed, one of the women patients declared, 'Doctor, I'm beginning to live again'."

—RUSSELL M. WILDER

Build better bodies

"I might cite another example of a very pertinent experiment on human subjects which came to us from England not long ago. The first one I heard of was by a man by the name of Capon who was working in a recruiting camp. He took 33 of the men who were considerably below acceptance standards, put them in a special squad by themselves, gave them remedial exercises as well as a graduated course of physical training, and fed them a diet including plenty of milk, butter, fruit, and fresh salads. The quantity of protein and fats was high. In 6 weeks, 21 of the 33 passed the examination satisfactorily, and 6 more were almost up to acceptance standards."

—JOHN R. MURLIN

Pay industrial dividends

"Recently I was told that a western trucking company had actually achieved a reduction of its night-accident rate by providing all its driver crews with bags of raw carrots at the beginning of every trip. Somebody had advised them who knew the effect of Vitamin A on the eyesight."

—PAUL V. McNUTT

Give children a chance

"The WPA reports that nourishing hot lunches fed to needy school children have improved not only general health but the quality of their school work."

—FRANCES PERKINS

"In a private school in Connecticut, where malnutrition had not been conspicuous before, the average grades rose 10 percent when special attention was given to the nutritional adequacy of the food served."

—RUSSELL M. WILDER

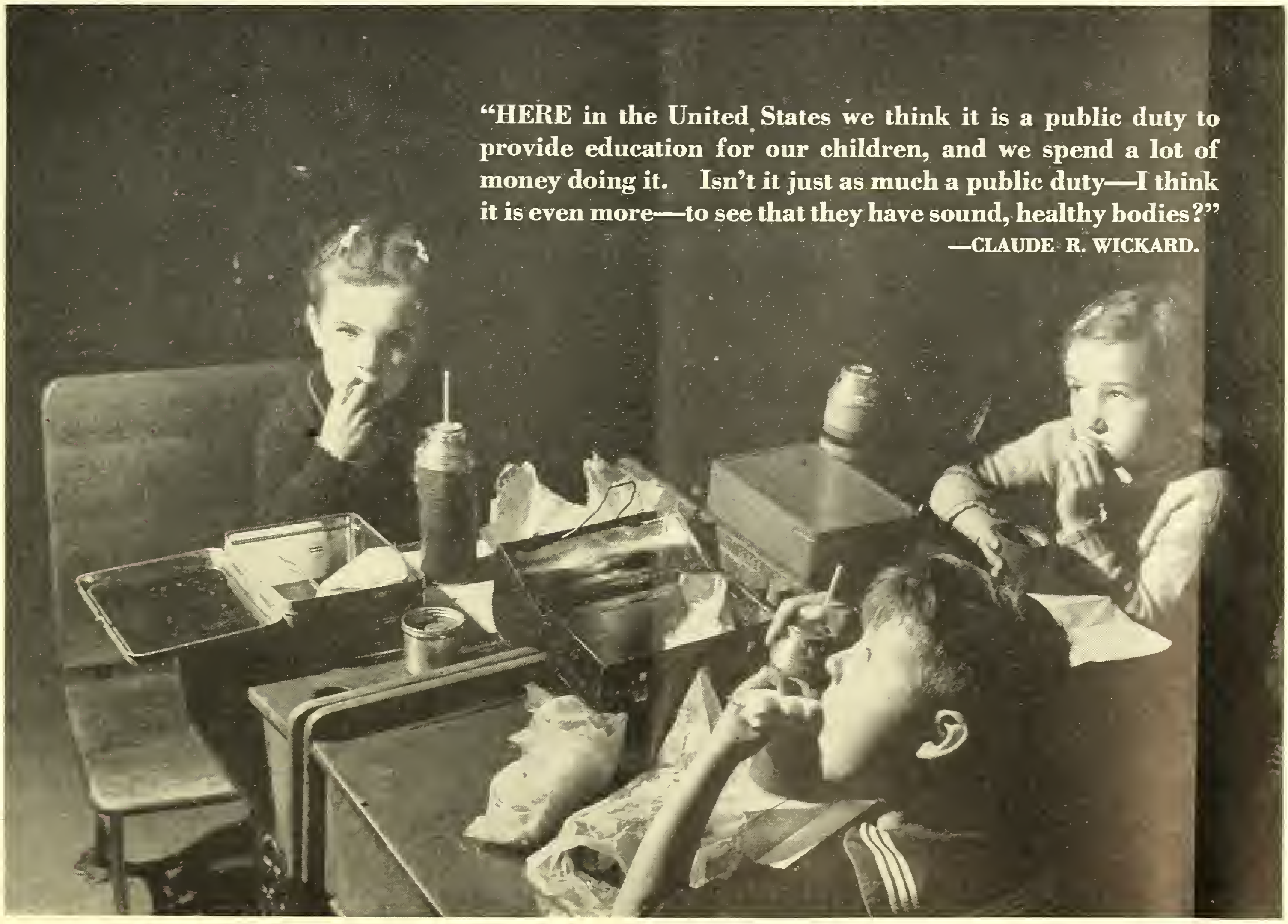
Build hope

"The framework within which we build sound nutrition for strong defense today extends forward to the only future which can give meaning to our present effort—one in which health, security, and opportunity are the birthright of all our people."

—HARRIET ELLIOTT

"THERE SEEMS no reason to doubt, on the basis of present evidence, that just as, by the use of modern medical science, we have conquered diseases that took an enormous toll of life in the past, so by the use of the modern knowledge of nutrition we can build a better and a stronger race, with greater average resistance to disease, greater average length of life, and greater average mental powers."

RECOMMENDATIONS TO THE PRESIDENT.



"HERE in the United States we think it is a public duty to provide education for our children, and we spend a lot of money doing it. Isn't it just as much a public duty—I think it is even more—to see that they have sound, healthy bodies?"

—CLAUDE R. WICKARD.

What agricu

“IF OUR FARMERS go to work to see that all of us are properly fed—themselves and their families included—the rest of us will return the investment to them many times over through greater production and greater prosperity.”

—THOMAS PARRAN

“WE WANT TO SEE that good food gives ‘health-plus’ not merely to 10 percent of our people but to everyone . . .

“First, we must shift our agriculture more and more toward producing those foods which are rich in vitamins, minerals, and the right kind of proteins.”

—*HENRY A. WALLACE*

***“IF WE SET OUT** to give everyone in the United States a satisfactory diet . . . it has been figured that we would need to consume twice as much green vegetables and fruits as we do now (such things as cabbage, green beans, apples, and so on), 70 percent more tomatoes and citrus fruits, 35 percent more eggs, 15 percent more butter, 20 percent more milk. All of these are ‘protective foods,’ rich in minerals or vitamins, or both. I have no doubt, too, that a great many people in this country would be benefited by eating more meat than they can now afford . . .*

“We not only have the resources to produce all our people need for better nutrition; we also have the methods. Whenever the Nation summons the will to do the job, I am sure that agriculture can meet the new demands.

“I don’t mean to imply, however, that there is any reason to feel smug about the adjustments agriculture has accomplished so far. We still have many problems.

“In particular, we still have surpluses of the 3 great crops produced heavily for export—wheat, cotton, and tobacco. There is no way in sight by which this country could increase its consumption of these products sufficiently to take care of the surpluses.

“Even a return to normal world trade would not rid us of the surplus problem with cotton and wheat.

“Here, then, we still need more downward adjustment.

“We shall have to find other uses for part of our cotton land and our wheat land. One of the best uses I can think of would be to dedicate some of this land to the products of which we do need more if we are to build up the health and strength and stamina of our people. In the South, particularly, more diversification and production for home use are imperative both for nutritional and for economic reasons.”

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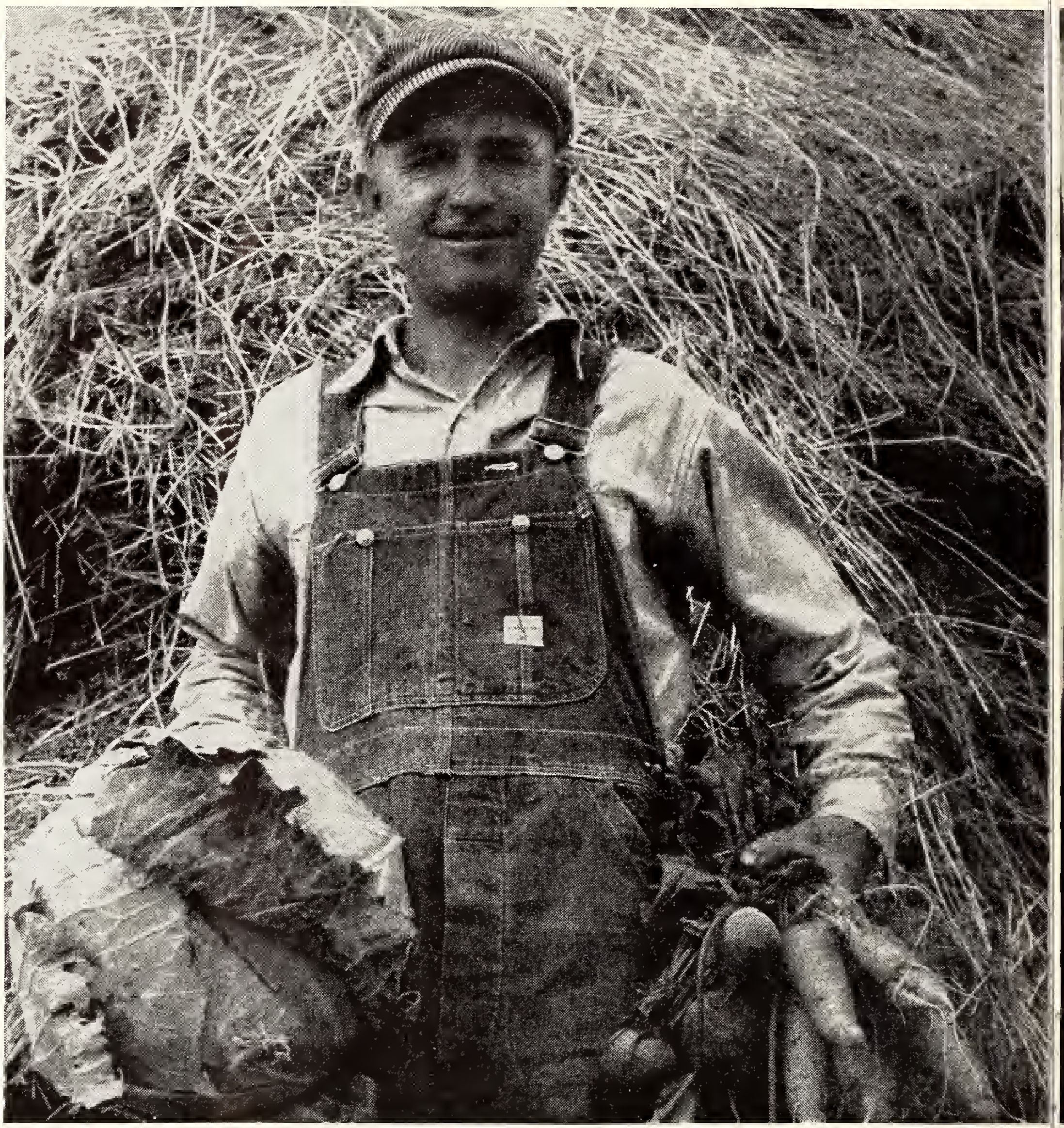

“SOME OF THE MOST HUNGRY of our needy families have been able to get a better diet through the ‘Food Stamp Plan’ . . .

“Actually, however, these important programs have been designed to take surplus foods off the market, not primarily to meet nutritional needs . . . If full domestic food needs are met, we do not have any *real* surplus of agricultural production—except of wheat and cotton and tobacco.

“If we add the crying needs of Great Britain to our own requirements, if all of our people are to have a thoroughly good diet, we are

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MENDATIONS TO THE PRESIDENT

faced with a shortage of animal proteins, of milk and milk products, and of the legumes.

"To meet this shortage now and to take our proper place in the half-starved world after the war, we must give direction to our farm output."

—THOMAS PARRAN

***"THE STAMP PLAN** is agriculture's baby, and agriculture is inclined to be rather proud of it.*

"The free lunch program for school children and the low-cost milk distribution program also come under agricultural policy . . .

"These are prime examples of practical co-operative work by city people and farmers . . . But, as you know, this distribution of surplus foods is used almost entirely to meet the needs of people on relief, and it does not nearly meet even those needs . . ."

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"THE FARMER sets the national dinner table, and nothing would please him better than to see everyone eating heartily. . . . But agriculture is only *one* part of our national economy. . . . To put over a program of better national nutrition, *all* the parts of our economy will have to pull together."

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***"THE FARMERS OF CANADA,** of the United States, and of many of the South American republics would not be worried over 'overseas markets' if every family on the American continent had the food which it ought to have to improve the health of the Americans of the future."*

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"OUR AGRICULTURAL PLANT is tremendous. The resources for producing all the food which we need are here. We must encourage and secure the production of that food."

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"SO FAR AS AGRICULTURE is concerned, there is no question but that democratic planning has become definitely and I believe permanently a part of national policy. The only way farmers could save themselves from ruin back in 1932 was by trying out a policy of democratic planning on a national scale. They have greatly expanded it since then as we all learned how to do the job better.

"This democratic planning in agriculture now extends from the individual farm through the community, the county, the State, the region, and on up to the National Government. It deals with an increasing variety of problems as farmers discover that the battles they have to fight are not isolated, single engagements but a part of a broad campaign. Soil erosion, for instance, isn't just an evil that suddenly appears out of the air all by itself. It is tied in with a whole lot of economic problems, and you can't fight it without taking on several other fights at the same time.

"Once again, I want to say that we cannot afford to be smug about what we have achieved in democratic planning so far. We are over the biggest hurdle—we have made a start. The only questions now are how far we want to go and how good a job we can do. My own opinion is that we shall need to go much farther than we have, and that we will have to do a good job of it or else—!"

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What agriculture can do

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"THIS CONFERENCE urges the following lines of attack . . .

"Encouragement in all practical ways of greater production of the foods needed in more abundance in the average American diet. These foods include milk and milk products, eggs, vegetables, fruits, and, in the case of many families, lean meats and sea food . . .

"Encouragement in all practical ways of more production for home use by rural people, especially those at low-income levels . . .

"Full use of any practical devices, such as the Food Stamp Plan, school lunches, and low-cost milk distribution, which will bring nourishing, adequate meals to those who could not otherwise afford them, and at the same time help to distribute food surpluses at a fair return to the farmer."

RECOMMENDATIONS TO THE PRESIDENT

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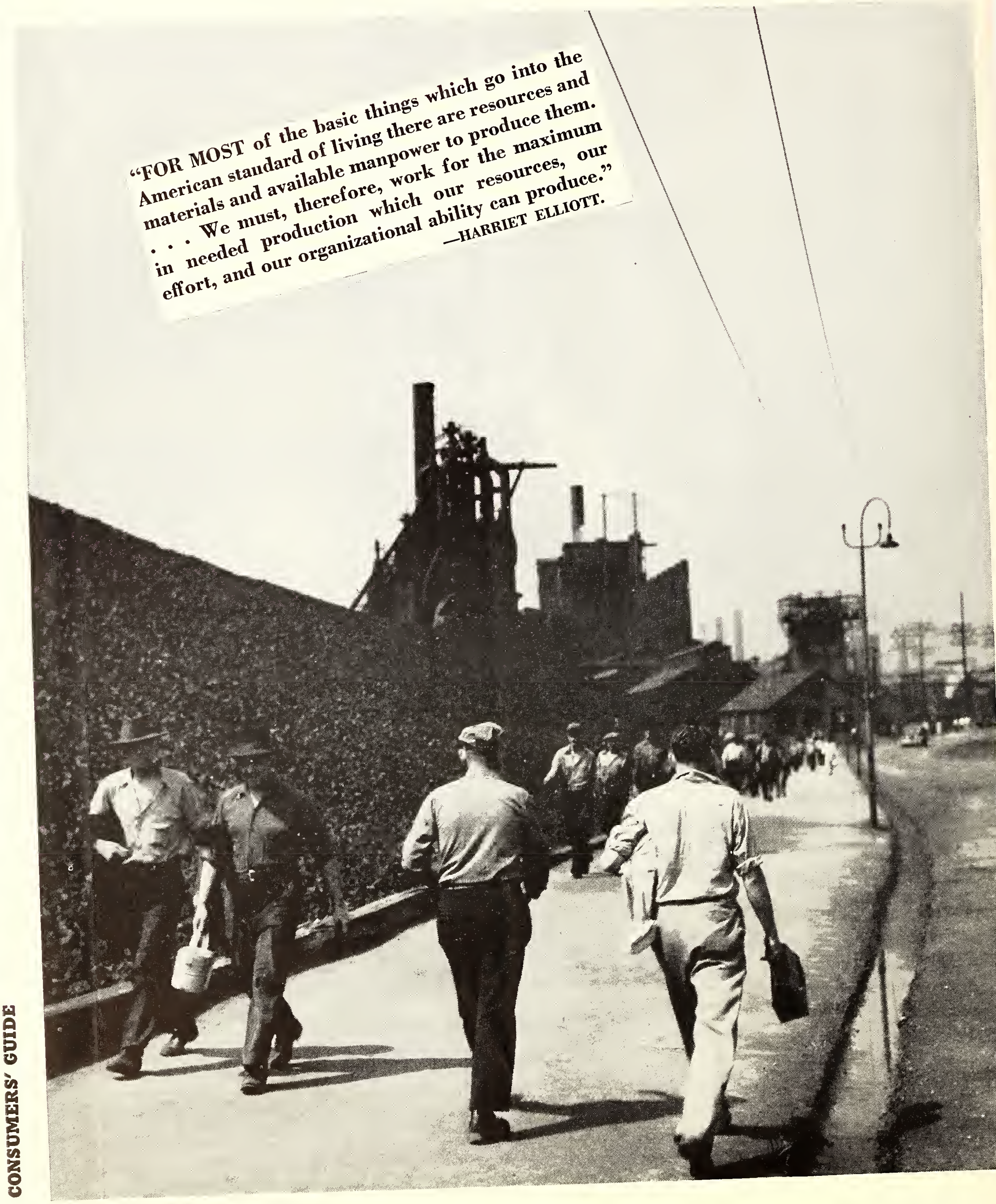
What industry can do



> "FOR MOST of the basic things which go into the American standard of living there are resources and materials and available manpower to produce them. . . . We must, therefore, work for the maximum in needed production which our resources, our effort, and our organizational ability can produce."
>
> —HARRIET ELLIOTT.

Get out the goods

"The most fundamental approach to economic efficiency, and incidentally to problems of price is to produce and make available an adequate supply. This is the only real means of consumer protection . . ."

—HARRIET ELLIOTT

Aim at the 130 million

"I would not want any representative of industry to feel happy . . . until the American system of distribution—with the skill and leadership that only the food distribution industries are now equipped to offer us—can work out a pattern of distribution that reaches everybody. Some industrial policies aim to skim off the cream of a market . . . 'Cream separator distribution' . . . may pay money dividends. But it can be a bottleneck to national health."

—PAUL V. McNUTT

Slash costs

". . . In 1940 American consumers spent about $14,800,000,000 for foods grown in this country. Of this amount, the farmer got about $6,200,000,000. The remaining amount, or $8,600,000,000 went to pay the various charges for transportation, processing, and marketing. The latter costs cover services which are as real and as important as those rendered by the farmer. The charges for these services, however, may be unduly large either through inefficiency or monopoly control."

—FRANCES PERKINS

Salvage nutritional treasures

"It is almost impossible, even for experts, to plan nutritionally good diets costing less than 20 cents a day when the sugar, flour,, rice, and edible fats have had most of the minerals and vitamins removed by methods of refining. In some foods, all of these valuable elements have been lost. It is here that several food industries must mobilize."

—RUSSELL M. WILDER

"A problem the food industry must face is a need for larger distribution of milk than now obtains . . . a wider distribution of lean meats and of leguminous products such as are contained in the peanut or soybean would be advantageous."

—RUSSELL M. WILDER

Help consumers stretch pennies

"Efficiency in the market place means wise buying by consumers and methods of selling which permit consumer discrimination and economy . . . Increased food prices . . . make imperative the much wider use of quality standards and grades to enable consumers to compare products, stretch their food pennies, and make their food purchases fit their needs."

—HARRIET ELLIOTT

"We must make it easy for average men and women to protect themselves from the unscrupulous who wish to exploit the current interest in what constitutes an adequate diet."

—FRANCES PERKINS

"THIS CONFERENCE urges the following lines of attack . . .
"Vigorous and continued attack on the fundamental problems of unemployment, insecure employment, and incomes inadequate to maintain an American standard of living. It is common knowledge that malnourishment and ignorance are frequently twins born of the same mother—poverty . . .

"Efforts to improve food distribution, including processing, marketing, packaging, and labeling, to bring about greater real economies for the consumer. These efforts would include vigorous prosecution of illegal practices under the antitrust laws and the laws relating to unfair trade practices wherever such practices result in unjustifiable increases in food prices.

"Improving the nutritive value of certain low-cost staple food products, such as flour and bread, by enrichment with nutritive elements that have been removed from them in modern milling and refining processes. . . . The method, however, should be used with discretion and only on the basis of findings of medical and nutritional experts.

"Much can be accomplished also by making more use of low-cost foods of high nutritive value, such as soybean flour, peanut flour, and dried skim milk."

RECOMMENDATIONS TO THE PRESIDENT.

What the experts can do

USE

"the allowances of calories, protein, and certain important minerals and vitamins, recommended by the Committee on Food and Nutrition of the National Research Council, both as the general goal for good nutrition in the United States, and as a yardstick by which to measure progress toward that goal."

TRANSLATE

"these allowances and other similar technical material into terms of everyday foods and appetizing meals suitable for families and individuals at different economic levels, in such a way that the newer knowledge of nutrition can be applied simply and practically in every home and in accordance with the food preferences of the family."

EXPLORE

"through vigorous and continuous research (ways) to add to our present knowledge of the nutritional needs of individuals, the nutritional status of groups in the population, the nutritive content of everyday foods, and the effects of various methods of production, processing, storing, and cooking on their nutritive value."

PROMOTE

"more widespread education of doctors, dentists, teachers, social-service workers, public health nurses, and other professional workers in the newer knowledge of nutrition. At present this knowledge, especially in its practical applications, is familiar to far too small a group even in the professional fields."

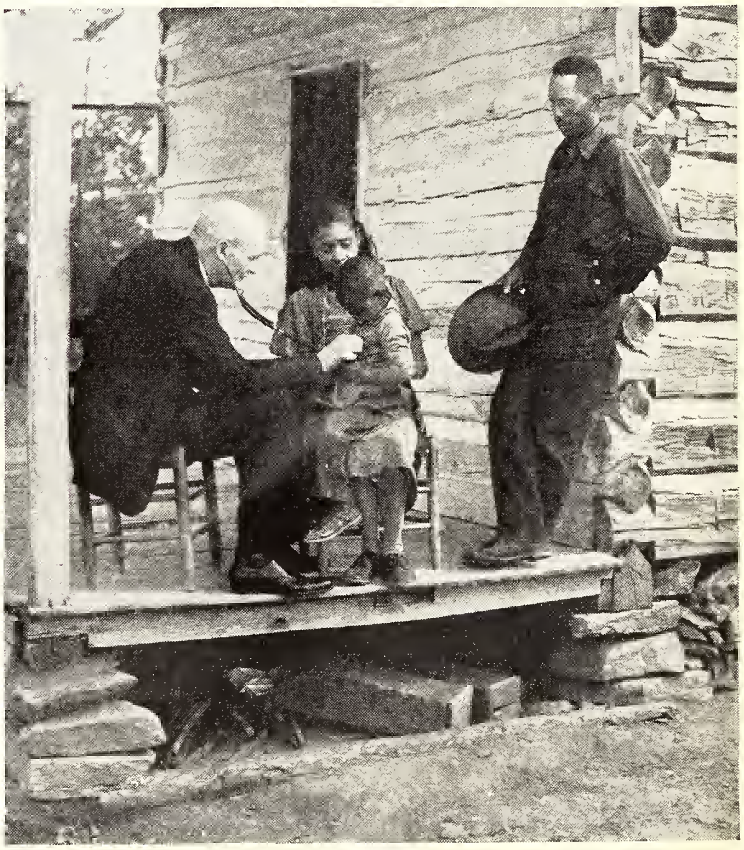
MOBILIZE

"every educational method to spread the newer knowledge of nutrition among laymen by means of the schools, motion pictures, the radio, the public press, home and community demonstrations, and all other suitable means."

RECOMMENDATIONS TO THE PRESIDENT.

"THE EDUCATORS can help in every community for they reach the families through the children."

—ELEANOR ROOSEVELT



"THE DOCTORS can get into the homes and their advice will be taken."

—ELEANOR ROOSEVELT

You can study

"all factors affecting the nutritive value of foods and their preservation during the interval between production and consumption."

You can teach

"good food habits . . . in the schools at all levels and to both sexes. The teaching should be adapted to the needs of various population groups and to the economic situation of the family."

You can promote

". . . closer cooperation between medical and public health groups and other agencies interested in nutrition . . . greater interest in nutritional problems among general practitioners . . . establishment of therapeutic diet clinics in connection with hospitals and medical centers . . . additional training in nutrition (to) be given in schools of medicine and public health, with special attention to teaching the economic aspects of adequate nutrition . . ."

You can undertake

"adequately controlled studies . . . in selected defense plants to determine the facts concerning the influence of diet on health, working capacity, incidence of accidents, absenteeism, and the psychological state (industrial unrest)."

You can develop

"(1) Projects such as nutrition clinics, special consultation services, etc., through which families can be helped to discover their particular nutrition problems.

"(2) Projects designed to meet specific needs revealed by consultation services. These will be varied in nature and will grow out of the recognition of specific needs.

You can bring home

"to the boards and directors of public and private institutions their responsibility for providing adequate, suitable, and pleasing food for the residents under their charge."

You can urge

"those responsible for group feeding . . . to experiment with the use of such products as dried and evaporated milk, frozen and dried eggs, soybean and peanut products, as a means of increasing food value without increasing cost and improving the national utilization of these protective foods."

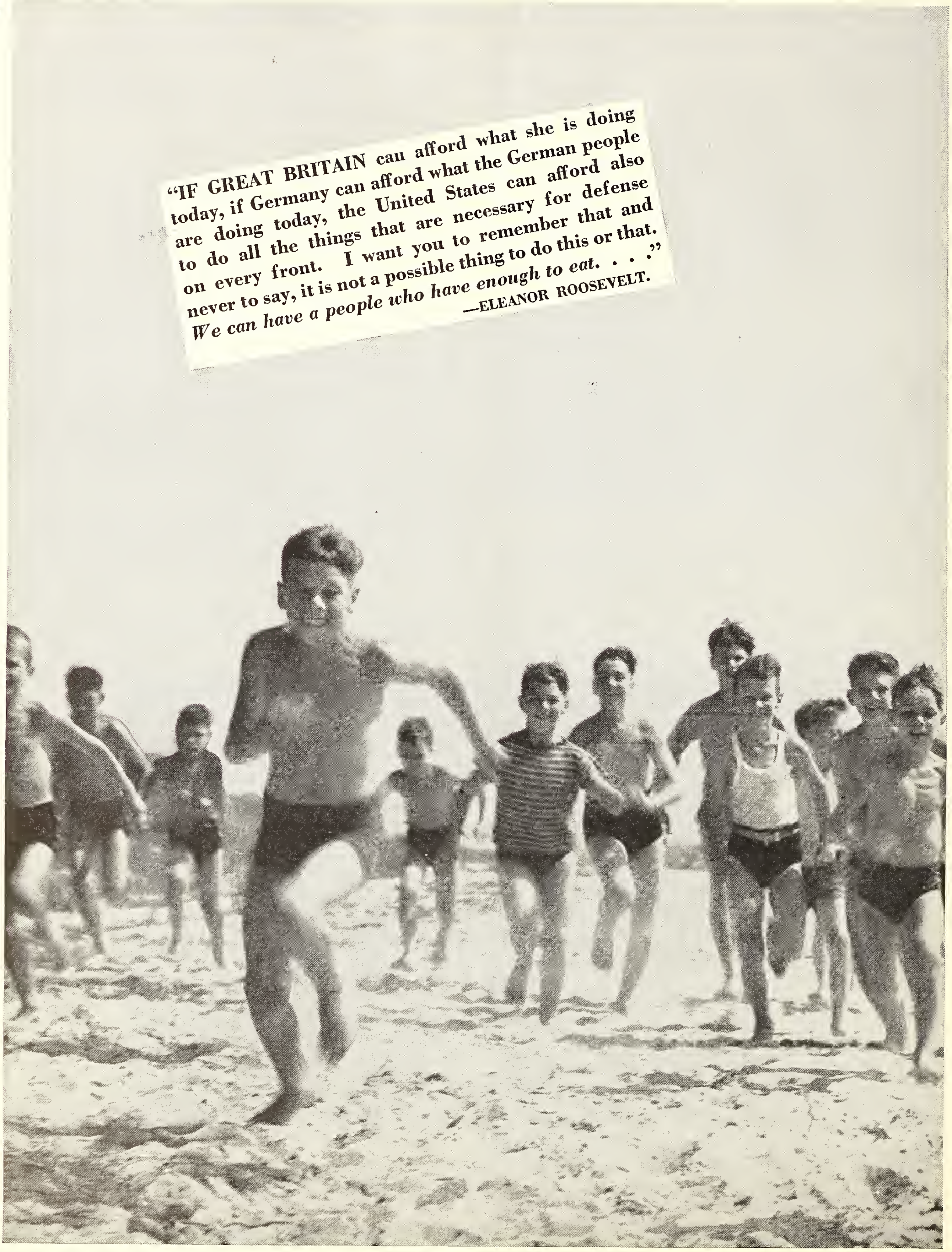
You can help to provide

"Good documentary and theatrical films including newsreels and short subjects.
"More effective use of radio, including dramatizations, talks, nutrition news, town hall discussions, forums, market reports.
"More effective use of the press in release of significant news material.
"More pictorial presentation in papers, magazines, posters.
"Exhibits, including lively methods of presentation.
"Film slides and lantern slides, radio recordings.
"Posters with dynamic presentation.
"Food demonstrations.
"Simple dramatizations of nutritional facts.
"More simply written and highly illustrated free bulletins."

—These are a few of the suggestions for action made by experts attending the Conference.

"I SUGGEST that the experts—the doctors, nutritionists, educators, home economists, and career consumers—also have forgotten a point the advertisers remember. You experts have forgotten that eating ought to be fun."

—PAUL V. McNUTT



"IF GREAT BRITAIN can afford what she is doing today, if Germany can afford what the German people are doing today, the United States can afford also to do all the things that are necessary for defense on every front. I want you to remember that and never to say, it is not a possible thing to do this or that. *We can have a people who have enough to eat. . . .*"

—ELEANOR ROOSEVELT.

What YOU can do:

"**FOR THE FIRST TIME** the top experts in the Nation have drawn the specifications for a diet adequate for good health—a gold standard for nutrition . . . they represent no narrow list of foods but a wide choice that can be purchased cheaply anywhere in the country, yet which will provide for men, women, and children the nutrition essentials for life and buoyant health. These blueprints will have meaning only if each one of the 130 million of us can and will translate the specifications into a wiser selection of what goes into our stomachs every day."

—THOMAS PARRAN

"**EVERY COMMUNITY** should know of the families who aren't getting along well. Are they eating right? Is it possible in some tactful way to help them eat better? Does your community have any of the dietary deficiency diseases? Can you make what I conceive to be the . . . goal of this Conference a reality so far as your particular neighborhood is concerned? . . . We have State nutrition committees, schools, clinics, hospitals, public health nurses as well as the Food Stamp Plan, the School Lunch Program and various other Federal programs for the distribution of food . . . In your own way focus the agencies available to your hand so that these standards can be put into life so that there will be no more hidden hunger gnawing at our vital organs, so that our nerves will be strong and resolute."

—HENRY WALLACE

"***DEFENSE*** *cannot be wholly* for *the people; it must be* by *the people. Consumer protection must be achieved by an educational process leading to the goal of effective economic citizenship. Aid to consumers to permit and encourage their wise buying; market information through press, radio, and special publications; knowledge of how to judge quality and to plan, use, or to save by paying for plain foods in bulk instead of for fancy packaging; suggestions for activities to promote consumer welfare; these are all means by which consumers may gain understanding and carry their economic responsibility. Local market news broadcasts in many cities guide housewives to those things which are plentiful in the market, help to absorb local surpluses and add to individual and national efficiency. Democratic defense thus rests upon an educational process and broad participation of people throughout the country in matters affecting their welfare."*

—HARRIET ELLIOTT

Promote understanding:

"It is vital for the United States to make immediate and full use of the newer knowledge of nutrition in the present national emergency. To neglect this aspect of defense would be as hazardous as to neglect military preparedness."

Encourage adequate production:

"Wars are won or lost according to the health, courage, and morale of whole populations and their ability to exert themselves to the utmost . . . The food provided for women and children is as important to the future of the Nation as that provided for defense workers."

Stamp out malnutrition:

"A widespread disease epidemic would receive (national) attention immediately. Malnourishment is more insidious and less immediately obvious in its effects, but it is not less harmful when all the results are considered."

Mobilize forces:

"This Conference urges . . . mobilization of all neighborhood, community, State, and National organizations and services that can contribute in any way to raising the nutritional level of the people of the United States . . ."

Work for adequate incomes:

"The newer knowledge of nutrition should be a powerful stimulus to greater effort to alleviate and eventually eliminate poverty."

Protect low-income families:

"This Conference urges . . . full use of any practical devices, such as the Food Stamp Plan, school lunches, and low-cost milk distribution . . ."

Work for low-cost distribution:

"This Conference urges . . . efforts to improve food distribution, including processing, marketing, packaging, and labeling, to bring about greater real economies for the consumer."

Resist unjustified price increases:

"This Conference urges . . . vigorous prosecution of illegal practices under the antitrust laws and the laws relating to unfair trade practices wherever such practices result in unjustifiable increases in food prices."

Promote home production:

"This Conference urges . . . encouragement in all practical ways of more production for home use by rural people, especially those at low-income levels."

RECOMMENDATIONS TO THE PRESIDENT.

403988° U. S. GOVERNMENT PRINTING OFFICE

CONSUMERS' GUIDE

JUNE–JULY 1941 • VOLUME VII, NUMBER 17

You can help to make America strong by making Americans stronger. This issue gives you highlights from the first National Nutrition Conference ever called by a President of the United States. There are facts in it for you. When you have finished with this copy, will you please pass it along to someone else who wants to work, too, for better health for every *American.*

CONSUMERS' GUIDE is a publication of the Department of Agriculture, Washington, D. C., prepared by the Consumers' Counsel Division of that Department, and printed with the approval of the Bureau of the Budget as required by Rule 42 of the Joint Committee on Printing. Regular issues appear monthly from June through September, and semimonthly from October through May. A total of 150,000 copies are available for official free distribution. Additional copies may be obtained from the Superintendent of Documents, Washington, D. C., at 5 cents a copy, or by subscription at 50 cents a year, domestic; 80 cents a year, foreign. Postage stamps will not be accepted in payment.

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YOUNG CAMPERS

CONSUMERS' GUIDE

AUGUST-SEPTEMBER 1941

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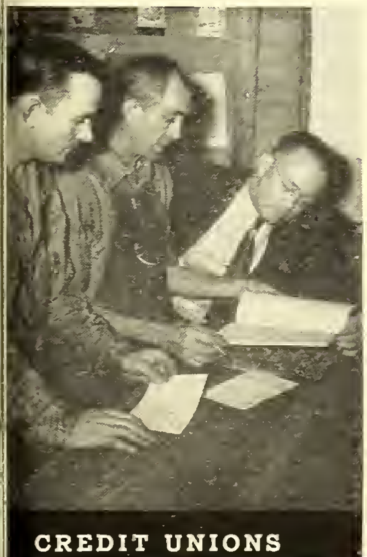

CREDIT UNIONS

WORK CLOTHES

HOME GARDENS

MILK

CONSUMERS' GUIDE

AUG.-SEPT. 1941 VOLUME VII, No. 18

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Issued monthly from June through
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Prepared by
Consumers' Counsel Division

D. E. MONTGOMERY, CONSUMERS' COUNSEL
MARY TAYLOR, EDITOR

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WHAT'S 92 SCORE BUTTER? What does albacore mean on a can of tuna fish? What's the difference between red salmon, chum salmon, and pink salmon? What does fancy on a can of tomatoes mean? Is vanillin flavoring the same as vanilla flavoring? That round purple stamp on the meat, does it mean Government graded?

These are some of the questions which a national organization of grocers used in educating men in grocery stores on how to answer questions their customers ask.

Grocers run grocery stores and not quiz programs, and it's a good thing for them, too, for there's many a time consumers get the wrong answer when they pop questions like these. No reflection on the grocers, mind you. Even the educators of grocers ran off in a couple of places in their answers to these questions.

Take the question about the round purple stamp. The answer given to the grocers by the experts conducting this "Information Please" test was right in a way but wrong because of its omissions. The round purple stamp is applied to all meats sold in interstate commerce, and it indicates not quality, but wholesomeness. It means the meat has been given a sanitary examination and is declared fit to eat. That's where the official answer stops. It does not go on to say that there are also Federal grades for meat which do tell you the quality of the meat you're buying. The omitted part of the answer is something very useful to know, because sometimes you get Federally graded meat only when you ask for it. First you have to know enough to ask for it, and then be persistent about it.

Behind the people who sell you goods are the people who produce and process them. They have the best chance to know what's in the goods they handle. They have the first chance to write the informative tag that will travel along with the goods to the counter where you find them.

Informative labels, however, depend on more than the manufacturers and processors, they depend on consumers, too—consumers who insist upon authentic, factual informative labels.

Perhaps you're interested in the answers to those other questions up there in paragraph one.

When you see U. S. 92 score on a certificate enclosed with a pound of butter, that means the butter has been graded by official graders of the U. S. Department of Agriculture and found to be "pleasing" in flavor. When the graders determine that butter has a "fine, pleasing flavor" they score it U. S. 93. Butter that is "fairly pleasing" in flavor is scored U. S. 91. Butter graders begin grading butter with this variation in flavor in mind. Then when butter has certain defects, deductions are made for them. No grade is given if the score falls below U. S. 85. In general, butter scoring from U. S. 89 to U. S. 93 is suitable for table use. Butter scoring below U. S. 89 is better suited for cooking. Butter that scores U. S. 92 or better rates a "certificate of quality" from the Department of Agriculture. When the butter scores less than U. S. 92, no certificate is given.

When you see albacore on a can of tuna fish that means the tuna fish is the white meat variety. The other varieties of tuna give a meat that is somewhat darker in color.

You're also apt to bump into a few other words on a can of tuna fish, such as "fancy," "standard," or "flakes." Trade practice rules promulgated by the Federal Trade Commission define fancy as the top grade of tuna fish; standard is second grade; flakes is third grade. The chief difference is in the texture. The fancy and standard grades have chunks of meat; flakes are flaky.

Fancy on a can of tomatoes should mean that the tomatoes are the finest quality of canned tomatoes sold, but label adjectives being what they are you can't be sure just what fancy does mean, unless the label also reads "Grade A." Then you know that the canner claims his tomatoes come up to the Federal definitions for a specific quality grade. Grade B means that tomatoes are very good, but not quite top quality. Grade C means the tomatoes are wholesome and desirable, but not so elegant looking, and not so well-selected for flavor and color as the 2 higher grades.

Pure vanilla extract is made from the fermented, dried pod-like fruits of an orchid, grown in Mexico, of the genus vanilla. An important component of the characteristic flavor and odor of vanilla is due to a substance called vanillin, which is eventually dissolved into alcohol to make what's known as pure vanilla extract. Something that tastes and smells like vanilla, however, can also be synthesized from oil of cloves, from cumarin, which is made from something called the tonka bean, which grows on trees 80 feet high in South America, and from lignin (wood tissue). The Food and Drug Administration requires labels on bottles of this kind of flavoring to say that it is artificial flavoring and to say that it is an imitation of vanilla. But you've got to read the label to get the benefit of that requirement.

The difference between red salmon, pink salmon, and chum salmon, is first of all one of price. Red salmon retails for 2 to 3 times as much as chum salmon, while pink salmon comes in between the 2 extremes.

There are 5 principal kinds of salmon canned: chinook, sockeye, coho, pink, and chum salmon.

Chinook and sockeye contain more oil than the other kinds of salmon, have a more delicate flavor, take longer to mature, are less plentiful, and cost more. Sockeye is red, while chinook ranges in color from red to white. Usually chinook salmon is sold under that name.

Coho is a silver salmon that stands in color, flavor, and oil content somewhere between red and pink salmon.

The humpback is the source of pink salmon. It, too, has a delicate flavor and a flaky texture, though it contains less oil than chinook, sockeye, or coho. It is much more plentiful than the red varieties and sells for considerably less.

Least expensive canned salmon, chum, comes from the dog salmon. Canned, it is whitish in color and considerably less oily than the other varieties.

Despite the difference in oiliness, the salmons are approximately equal in food value, and are all good sources of Vitamins A and D and of protein. When you prepare salmon, it's important to remember that there are valuable vitamins in the liquid; don't pour it off.

Two Weeks to Go

JOE'S 10. He squints a little; his eyes aren't any too good. He's skinny, but he's quick for an under-sized kid. Joe would just look at you with a blank "Oh, yeah?" if you said he was a product of "bad nutrition." But strike the dinner bell at the free vacation camp where Joe's been staying, and watch him go into a Whirlaway. He knows a good meal when he hears one.

That's what Joe's been hearing for 2 weeks, thanks largely to the Surplus Marketing Administration. Three times a day the bell to good grub rings out at camp, and Joe's there with a glint in his eye. Foods distributed by the SMA have meant better grub and more of it at his camp this year.

At home, Joe lives in a crowded tenement, so close to the Capitol you could almost hit it with a stone thrown from the dome. His father is dead; his mother works in a restaurant to support Joe and his brothers. It's hot in those small, crowded rooms when Washington's summer temperature soars, and the food isn't too plentiful.

When school is in session, Joe is one of the 11 thousand Washington kids who eat a free hot lunch each day. When school closes for the summer, rations would be pretty short for Joe if it weren't for Washington's summer lunch program. Because of it, he still gets a nourishing, vitamin-rich noon meal at one of the school buildings. And for 2 weeks of the summer, he's one of the Capital's 4,500 youngsters lucky enough to get a vacation at summer camp. Eleven free camps operated by District of Columbia welfare organizations are on the Surplus Marketing Administration's list for free foods this summer.

Camp life for Joe and his pals means sun and air and all kinds of exciting outdoor activities. Swimming, boating, hikes, nature study, ball games fill the camp days. Trained councilors stand by to guide the campers, teach the unskilled new sports. Camp doctors watch over their health. A camp mother is on hand to comfort homesick ones. Supported by Community Chest contributions and by private gifts, these camps for needy children pay big dividends in health and stamina for the future.

Routing extra foods to small under-privileged campers is one way SMA is helping to build better incomes for farmers and to put "health plus" into the Nation. That's the kind of health that's got punch in it.

Even 2 weeks can make a difference in the health of small campers when they enjoy 3 square meals each day

Food Stamps, that give relief families the chance to get 50 percent more food, and a greater variety of foods, are another way. Over 4 million families in 47 States are now participating in Food Stamp programs.

School lunch programs are still another arrow from the SMA quiver, which shoots at the serious under-consumption of millions of Americans. About 5 million undernourished school children, out of some 9 million who need better food, get a wholesome meal each school day and much of the food they get comes through SMA. To tide handicapped children through the school-less summer days, SMA arranges for summer lunches, too. Last year, these lunches reached about 200,000 boys and girls. Many more are having them this summer.

"Nickel" milk plans, worked out by SMA, put more milk into pinched bodies, too. Over 500,000 needy people in a half dozen cities are getting quarts of milk at this reduced price.

"Penny" milk, still another SMA program, is getting into more and more schools so that small bones will have a better chance to grow straight. At the end of the last school year, around 800,000 children were able to buy a daily half-pint of milk for a cent. Next school year should see more of this.

When food experts get together, as nearly a thousand of them did at a National Nutrition Conference held in Washington last May, they don't waste their time talking platitudes; they get down to the rockbottom fact that the right food and enough of it is a paying proposition.

"The WPA reports," said Secretary of Labor Perkins at that conference, "that nourishing hot lunches fed to needy school children have improved not only general health but the quality of their school work."

An outstanding authority brought news from England that "when the school-day diets of malnourished children were supplemented with milk and other protective foods, their ability to learn markedly improved."

That's why SMA is pushing its extra foods into every type of place where undernourished children gather. That's why little Joe and thousands like him in camps, here and there over the country, are looking and feeling a little better.

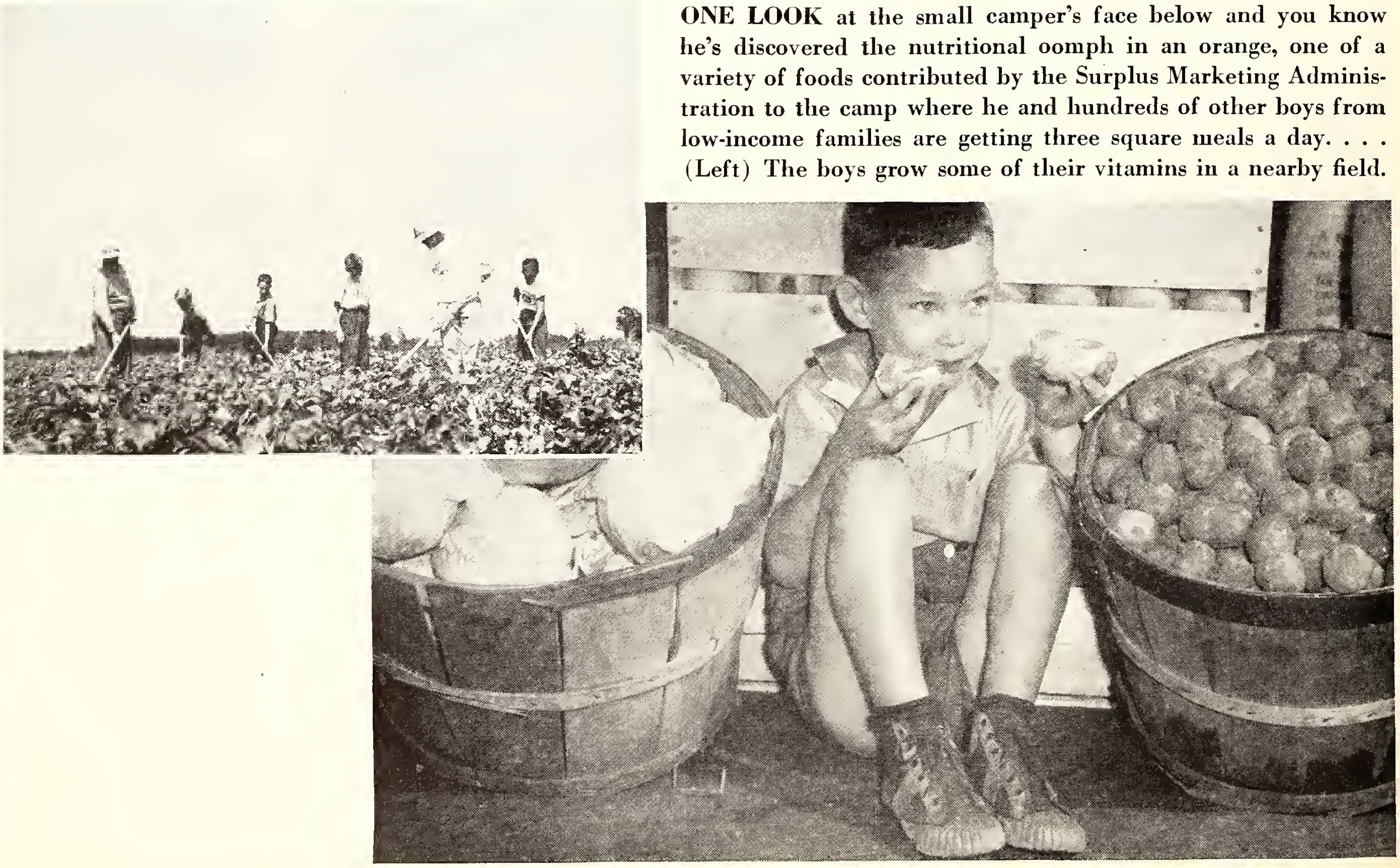
Joe's camp is on the lower Potomac River, 75 miles from Washington. It is maintained by the Metropolitan Police Boys' Club of Washington for 282 boys at a time from Washington's needy families.

Campers live in clean wooden cabins. They eat together in a big mess hall. The camp supplies some of the food; SMA makes up the rest. Meals stack up like this: For breakfast, the boys get a cold breakfast food, bacon and eggs, buttered toast with jelly, hot chocolate or milk. At noon their dinner may be roast pork or beef, mashed potatoes, kale grown in the camp garden, sliced tomatoes, cucumbers, peach cobbler, and a cherry beverage. Supper may include baked beans with salt pork, boiled potatoes, diced turnips in cream, cole slaw, peaches and cake, grapefruit juice, bread and butter, and milk.

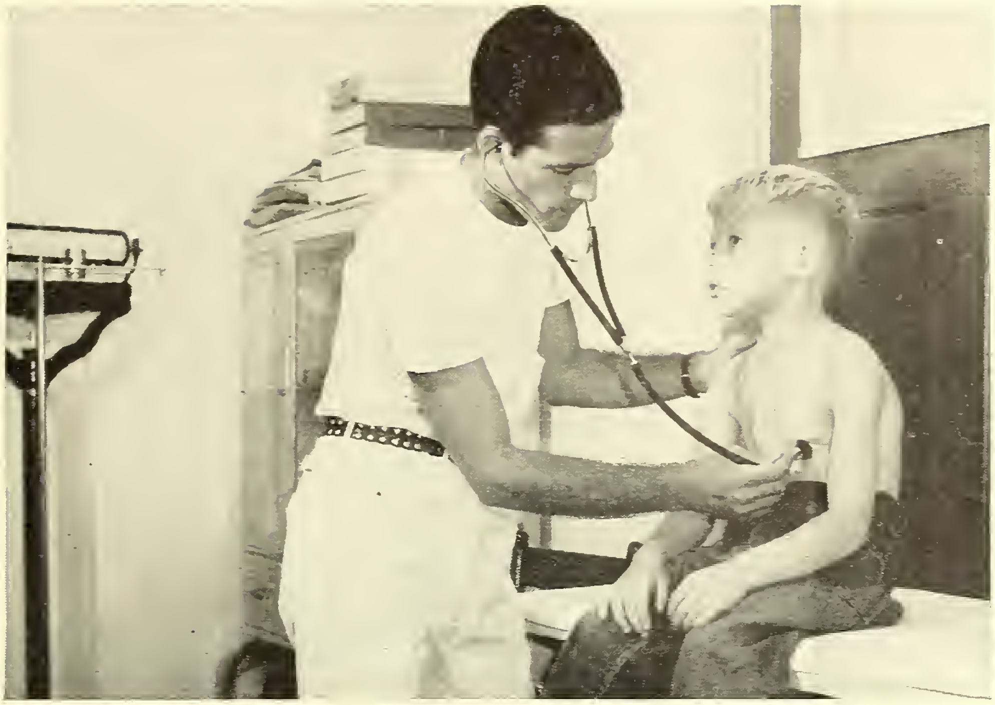
Twice a week campers feast on fried chicken and gravy, mashed potatoes, corn on the cob, sliced tomatoes, slaw, pie, and a fruit beverage. That's tops with the boys.

SMA foods that go into such meals in Washington's camps this summer include oranges, butter, evaporated milk, dried skim milk, cabbage, fresh beets, lard, corn meal, white and graham flour, canned peaches, salt pork, canned grapefruit juice, shelled pecans, and other fresh vegetables as they move to markets.

Each camp receives a monthly supply of surplus foods, based on the number of children in the camp. It works out like this. For each child, the camp can have 2 pounds of butter a month, 4 pounds of flour, 5



ONE LOOK at the small camper's face below and you know he's discovered the nutritional oomph in an orange, one of a variety of foods contributed by the Surplus Marketing Administration to the camp where he and hundreds of other boys from low-income families are getting three square meals a day. . . . (Left) The boys grow some of their vitamins in a nearby field.



YOU CAN'T HIDE the damage that poor food or not enough of food does to small bodies and spirits, and you wouldn't want to hide the zest and strength that good food and enough of it bring. Records of weight and physical condition, kept at camp, show how spirits and strength both blossom when the boys get their chance at the right meals, plenty of exercise, fresh air, and rest—even for a short spell.

pounds of canned peaches, 2 pounds of lard, 2 pounds of dried skim milk, 2 pounds of salt pork, 2 pounds of fresh beets, and so on down the list.

A camp chef plans the menus, under the supervision of the camp director. He directs the cooking and serving, often with the assistance of some of the campers. Kitchens are clean and well screened.

Many of the camps, those fortunate enough to have garden space in the camp grounds, grow part of their fresh vegetables. Meat, staples like sugar and seasonings, and fresh milk must be provided for out of the camp budget.

Camp chefs rejoice loudly over their surplus food supplies. "We couldn't feed the kids half such good meals without them," they agree. Dry skim milk is particularly popular in the kitchens. Cooks find it a valuable means of supplementing the vitamins and minerals the campers get in the fresh milk they drink. Dry skim milk goes into bread and gravies and soups.

Every child gets a thorough physical check-up when he comes to camp and another when he leaves. Records show almost constant improvement in general physical well-being and in weight. Youngsters gain on the average from 2½ to 4 pounds in 2 weeks. One boy at a Washington camp made a gain of 6½ pounds in the first week of his camp vacation. Usually, children who fail to gain get an extra mid-morning snack of milk and graham crackers.

Washington's summer camps are not the only ones to get a hand from SMA. Other communities over the country have similar programs.

In Boston, Massachusetts, the Junior Police Camp for Boys helps to feed 5,000 boys with surplus foods from the farms. Barnstable County, Massachusetts, on historic Cape Cod, this year opens a summer camp for its needy children. Surplus foods will help to feed them balanced, richer meals. In South Carolina, cooperation between WPA, State and National Forest Services, and civic and philanthropic organizations resulted in a summer camp at Kings Mountain. Again surplus foods will help feed South Carolina's hungry children during their health-building stay at camp. The children of West Virginia miners, camping on Chestnut Ridge, outside of Morgantown, are some more who eat SMA's free foods.

Washington, Massachusetts, South Carolina, and West Virginia are no favorites of the Surplus Marketing Administration. Hungry children everywhere *are* its favorites, and the SMA stands ready to help other communities work out plans for feeding their under-fed youngsters those extra foods that they so badly need, and so often fail to get, even in summer. One requirement is made. SMA's foods go only to camps where children are so needy they can afford to pay no fee for their brief vacation. State welfare departments check on the camps and certify to their eligibility.

Maybe it is too early to plan for next year. But there's no loss, certainly, in tucking away in your reminder book a note to check with your State welfare organization on the possibility of getting SMA foods to the camps in your community that undertake to rebuild handicapped children. SMA, itself, can't go out and discover where they are. But you can help by telling your relief agency about them and it will pass the news along to SMA, after assuring itself that the camp merits help.

Credit Unions Help You Save

EVERYBODY is his own banker in a credit union, and the bank is usually as convenient as your job. Through credit unions, factory workers, office workers, the rank and file themselves take over the job of managing their group savings and personal loans. These credit union members work at a bus terminal.

THERE'S a new glass and steel factory up in Connecticut. It makes airplanes. How many, is a Defense secret, but the credit union statistics are not Defense secrets. They're Defense facts. New members are joining the credit union in this plant at the rate of 400 a month. They're saving a part of their Defense wages in the credit union at the rate of $1,000 a day.

If you're a Defense worker, look in the mirror. If you're not a Defense worker, go out and talk to some of the men and women who are.

It doesn't matter much where you talk to them, in Rock Island or in Watervliet, in Los Angeles or at Sparrows Point, in Detroit or around Seattle. Many Americans learned a lesson from 1918 and 1919, and 1929 and 1932. This generation of people is having its chance to show it is smarter than the last generation.

The first stop many Americans make after they get their pay checks is at the credit union office.

A CREDIT UNION IS A PEOPLE'S BANK. It does 2 jobs: It provides a place where people can pool their savings, and where they can borrow small sums at low rates of interest.

Credit unions are as democratic as cracker barrel conversations (you might even call them cracker barrel banks) and as sensitive to changes in opinion as a candidate for election. Naturally, then, you find the emphasis in credit unions these days on saving rather than on borrowing.

DURING THE LEAN YEARS WHEN SALARIES and wages were low and irregular the people who drifted into the credit union offices came around because they had dropped behind in their personal and family finances and had to get a loan.

They had accumulated debts that were beginning to get them down or they wanted to pay off the doctor or the dentist or the hospital, or there was a birth, or a death, or a marriage that meant an unexpected expense. Maybe they needed money for moving expenses, or for school tuition, or perhaps they wanted to make a down payment on a house or they wanted to buy an automobile or a radio or a refrigerator. So the first question they asked was, "How do you borrow money here?"

OTHER LENDING AGENCIES. LOAN COMPANIES, or loan sharks, charging 100 percent a year up to a thousand were no way out. Taking one step out of debt by sinking two steps deeper into debt only made them feel blazing mad and limp with helplessness at the same time.

Then they heard about the credit union, how it was made up of people just like themselves who lent money to themselves, and, well—they didn't have any money to save, but they would like to borrow some money reasonably.

There are still lots of people like that walking inquiringly into credit union offices, but most of them, particularly in the newly formed credit unions, are coming in with a different purpose.

THEY WANT TO SAVE MONEY.

If you asked all these people, "Why?" and boiled down their answers you would get these reasons:

(1) "I'm making more money than I ever earned before and I don't think it's going to last. I want to be ready for what's coming."

(2) "If everybody should rush out now and try to buy everything they've ever wanted just because credit's easy and they have a little money for a change, we're going to push prices up and have the kind of inflation the Government is trying to avoid."

(3) "The Government is encouraging

DEMOCRACY gets a good workout in these cooperative "baby banks" because every member has one vote and all members have a chance to elect the committees that pass on applications for loans from members. Losses on loans are negligible.

people to save now, so they'll have money to spend on things they need when we shift over from making things for war to things for peace."

(4) "The last time I spent right up to my salary I lost everything I had to the installment collector when the boom ran down. This time I'm saving the difference between my regular wages and my boom wages just to have a cushion."

(5) "Taxes next year are going to cut into my income; in the meantime, I don't want to get used to living on more than I'm going to have."

(6) "I've always said I would save something if I had the chance; now I have the chance and I'm saving. And now that I am saving regularly, I like the way it feels."

In a way it's an attempt of the people to arm for what's coming after the emergency while their Government arms for the emergency.

These motives are impelling enough to lead some 1,000 people to join credit unions every day. Deposits in credit unions are mounting now at the rate of $150,000 a day.

At that rate credit unions are on the way to an important role in American life.

You ought to know something about them.

At the end of 1940 there were 9,300 credit unions in the United States, with 3,000,000 members, and with total assets of more than $250,000,000. Of the total number of credit unions, 5,300 were State credit unions; 4,000 were Federally chartered.

State and Federally chartered credit unions are identical in organization and purpose. The difference between them exists only in the fact that State credit unions are chartered under a State law and are subject to supervision by a State agency, while Federal credit unions are chartered by the Farm Credit Administration of the United States Department of Agriculture and are supervised by Federal inspectors.

Federally chartered and supervised credit unions were made possible by a law passed in 1934. The first State law providing for the chartering of credit unions was passed in Massachusetts in 1909. Since then all except 6 States have passed credit union laws.

The Credit Union Section of the Farm Credit Administration, which charters and supervises the affairs of Federal credit unions, has some 55 field representatives located all over the United States. They are available to help consumers form credit unions, to help them work out the problems they meet in operating credit unions, and to conduct classes in the principles of credit union management for the officers of credit unions. The Farm Credit Administration also publishes pamphlets and leaflets which explain the what and the how of credit unions.

The what and the how of credit unions are quite simple. You begin where there are 100 or more people who work together or are bound together by some strong common interest.

A small group of persons get together (at least 7 persons) and talk over the credit union idea with the help of literature they get from the Farm Credit Administration or with the aid of someone in the town or neighborhood who already belongs to a credit union.

After deciding that the credit union idea is good they write either to the Farm Credit Administration, Washington, D. C. or to their own State Banking Commission for a charter application.

Someone may be able to come out to help the credit union get started.

Once launched, a credit union has a board of directors, elected by the members, a credit committee, and a supervisory committee. The Board of Directors, as one of its first acts, appoints a subcommittee in charge of education. It carries on a campaign among members to explain how credit works, how much it costs, and how cooperative credit in a credit union works.

To belong to the credit union, the members discover they pay a nominal membership fee, usually 25 cents. In addition they either buy a share in the credit union, or begin to buy a share of stock on the installment plan. Shares cost 5 or 10 dollars. Usually they can be bought in 25 or 50 cent installments. These shares are like a bank deposit; they can be cashed in just the way you withdraw money from a bank.

If the credit union begins with a number of members, it is able to make loans immediately. Any member, that is, any person who has paid his membership fee and begun to buy a share, may borrow money.

Under the regulations of the Federal Credit Unions loans up to $100 may be made, unsecured, without co-signers or collateral. Loans above $100 must be secured.

Before loans are made they must be approved by the credit committee, an elected

Defense workers are finding out how these cooperatively owned and managed banks tide thrifty consumers over financial difficulties

committee, made up of people of good judgment who know the members. This committee determines whether the borrower is a good risk, and whether the loan is being made for what is called a provident purpose. "Provident" means only that the loan is going to be used for a helpful (to the borrower) purpose. It should be noted that the credit committees do good jobs, for less than $1 in a thousand lent is not repaid. Incidentally, losses to credit union members through a failure of the credit union are very rare.

INTEREST ON LOANS IS NOT MORE THAN 1 percent a month on the unpaid balance of the loan. When credit unions are well established they can usually afford to reduce the loan rate.

While borrowers are paying back their loans they are required to make regular payments on shares in the credit union. By the time they have paid up their loans they have 2 things: savings in the form of shares, and the habit of making regular payments on shares. Usually the habit sticks, and the start on a savings account made while the loan was being paid back becomes a real grip on a nest egg.

Members who don't need to borrow money save money by the purchase of shares, or by installment payments on shares.

The money accumulated by the sale of shares naturally is used for loans to the members who borrow. Since the borrowing members pay interest, the credit unions have earnings.

These earnings are used to pay dividends on share holdings, to support educational programs among members, and to pay any employees of the credit union.

Earnings on shares range up to 6 percent a year.

Actually the members of the credit union find that they don't want to form investment societies for the purpose of paying handsome dividends. Soon they discover it is a better policy to reduce interest charges on loans, to increase educational work, and to start paying volunteers for their hours of unpaid work around the credit union office.

So your little group of interested people has a credit union. Someone might ask, "What of it?"

FIRST OF ALL THEY HAVE A PLACE TO BORROW money when they need it at the lowest interest rates available for small loans, made possible because credit unions do not operate for profit, because they usually have no rent to pay, because so much of the work and advertising commercial institutions must pay for is done by enthusiastic volunteers, and because credit union losses from bad loans are exceptionally small.

Second, you have a place right where you work or live where you can save money regularly with no fuss or bother.

Third, in the credit union you learn that the mystery of credit and finance is so much mumbo-jumbo, that credit is something any plain person can master to his own advantage.

Fourth, by controlling your own financial affairs, by running your own bank, by co-operating with your fellow workers or neighbors, you're extending your effective control of your own life (that's democracy) that much farther.

Fifth, you learn to be precise and exact in financial affairs, working in a credit union, the same way you learn to be skillful with machinery working with a machine. You become master of your budget and salary and expenditures in a way that you wouldn't believe possible.

WHILE YOU'RE CONSIDERING FINANCES, you might want to mull over some recommendations experts are making to consumers these days.

If your pay increased recently or is increasing, try to save as much of the increment as possible. Make your saving first when you get your pay check. That way you don't miss it. If you leave the savings to the last usually you dribble away what you were going to save before you get a chance to save it.

Before you make any purchases budget your income. Base your purchases on your needs and not on fear of shortages. Don't weigh yourself down with installment purchases. In general if you have household appliances or a car that can be repaired economically, repair them instead of turning them in.

What you absolutely have to buy, buy, but buy for cash if you can. Where you must buy on time find out exactly how much the time payments are costing you, then compare that cost with the cost of borrowing the money from the credit union.

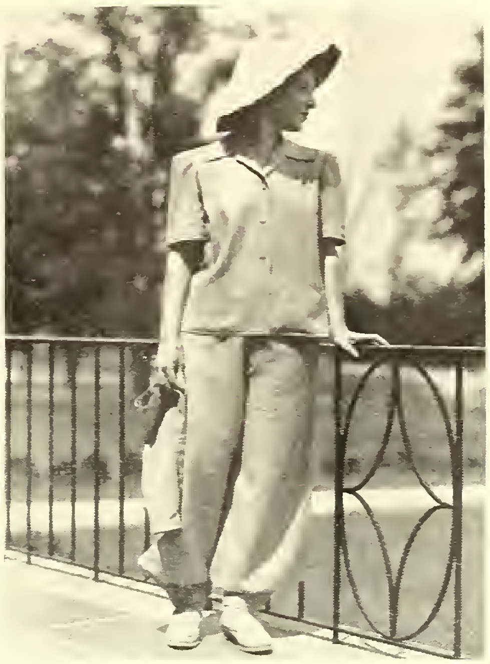
Before you undertake a new obligation, find out how you stand financially first, and make sure you are leaving yourself enough for absolutely necessary expenditures, food, rent, clothing, and medical care.

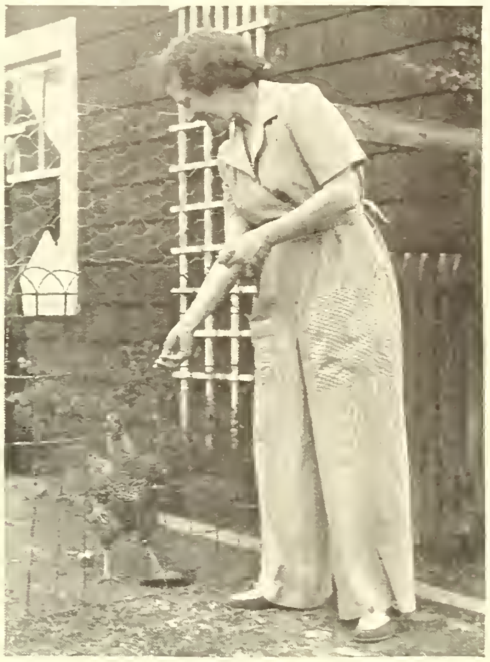
If you can, stabilize the rent you are going to pay for the next year or 2 by signing a lease if you don't already have a lease.

In general, buy carefully, after checking prices. Make sure you know the quality of what you're buying, buy when you can in quantities where quantity discounts are offered. And where it's feasible pool your purchases with your neighbors or fellow workers and get quantity discounts that way.

CREDIT UNIONS WORK WITH, NOT AGAINST, the savings you want to make in Defense Bonds and Defense Savings Stamps. Many of them sell both. Their experts will help you figure out how much of your savings can go into the credit union and how much into Defense investments through Stamps or Bonds.

PINS in a map showing new defense plants also show new credit unions. But defense workers are not the only people saving for what's coming after the emergency by tucking away their money in Defense Bonds and Stamps or in credit unions.





Clothes to Fit the Job

You can make them yourself or look for them in stores if you want the kind that doesn't come between you and your job

NEW JOBS for women don't always mean new clothes for women, but at least there will be new styles to choose from. That's because smart clothes designers in Government have been giving an eye to the women who work.

On the farm, the thousands of young men departing for the Army leave behind them many more farm tasks for the women to carry on. In the factories, new jobs for women appear, many of them dirty and all involving active, strenuous work.

From both farm women and factory workers has come a demand for clothes better suited to these new activities than the inexpensive house dresses or the men's coveralls or overalls which are all that are now available to them.

To fill this demand for comfortable, washable and durable work outfits for women in agriculture and industry, the Bureau of Home Economics of the Department of Agriculture has developed a new group of designs for women's clothes, fashioned especially for women who do very active work. These designs have just been released to the pattern makers and the clothing trade. Soon you should be able to buy either patterns or ready-made outfits in your local store.

The Bureau's designers have studied their problem along functional lines. If the job at which the outfit is to be worn calls for reaching and stooping, then they provide plenty of room for reaching and stooping. If the outfit is meant for work around dangerous machinery, then "Safety First" is a primary consideration—no pockets where they might catch on things and no loose sashes or ties.

Each work outfit is comfortable to wear. It is simple to make and easy to wash and iron. And it is attractive.

For gardening, tending the chickens, milking and other farm work, the Bureau's designers provide a popular coverette, to be made of cotton seersucker. One piece, with a surplice closing, all you have to do is step in, pull it up and tie the sash ends. If you're working in the garden or climbing a stepladder, you'll probably want to snap the trouser legs tight around the ankles to keep them from catching or tripping you.

For heavier farm work, the Bureau suggests their sturdy field suit. The legs of this suit are shaped in around the ankles and closed with a slide fastener, to keep them out of the dirt. Half-sleeves for the jacket may be snapped on for protection or removed when you want short sleeves.

Another outfit consists of a mechanic's suit and cap, designed for certain types of industrial work. A one-piece coverall, it has plenty of room for reaching, sitting, or stooping, yet there is no excess fullness anywhere to catch in moving machinery. A visor cap to protect the hair and shade the eyes completes the outfit.

A coverall apron, made on princess lines with built-up sides and bib front to keep it from slipping on the shoulders is suitable for both farm and factory. It may be worn over a dress as a protection or with a blouse as a comfortable working outfit. Two roomy pockets, placed where they will not catch on anything, add to its usefulness.

Other outfits designed by the Bureau include a divided skirt dress for the woman who wants the freedom of trousers with the appearance of a skirt, a complete showerproof cotton outfit for wet weather, a jumper slack suit, and easy-to-make utility aprons.

If you want to know more about these designs, just write the Textile and Clothing Division, Bureau of Home Economics, Department of Agriculture, Washington, D. C.

VITAMINS Grow at Doorsteps

IN 1940, for the first time, the Department of Agriculture announced that in certain States farm families planting home gardens could earn a soil conservation payment of $1.50. Just an ordinary sun-baked chicken-scratched patch of land wouldn't do. Families had to plant a certain amount of land (the amount varies in each State); they had to plant at least a certain number of different kinds of fruits and vegetables, and they had to take measures to keep livestock away from the garden and to keep off insects. Then before a family actually qualified for the $1.50 payment, an Agricultural Adjustment Administration committeeman (a neighbor elected to the job) had to inspect the garden to see that it came up to specifications.

Altogether in 1940 some 645 thousand families qualified for the $1.50 payment in 12 States.

North Carolina led the list of States with 157 thousand qualifying families. Texas was second with 149 thousand approved home garden families.

One estimate guesses the average value of each home garden to be about $50, so less than one million dollars worth of benefit payments showed up in more than 32 million dollars worth of better meals. The odds in 1941 are going to be even longer, because the home garden has caught on.

A round figure like 32 million doesn't tell the story of what's happened, however, and doesn't come near telling why the $1.50 has turned out to be such an important secret weapon.

President Roosevelt told the National Nutrition Conference for Defense, held in Washington in May, that a solution of the problem of malnutrition was vital. "During these days of stress," he said, "the health problems of the military and civilian population are inseparable. Total Defense demands man power. The full energy of every American is necessary. Medical authorities recognize completely that efficiency and stamina depend on proper food. Fighting men of our Armed Forces, workers in industry, the families of these workers, every man and woman in America, must have nourishing food. If people are under-nourished, they cannot be efficient in producing what we need in our unfied drive for dynamic strength."

A survey made in 1936–37 by the Department of Agriculture showed that 25 percent of all farm families ate poor meals, the kind that sooner or later tear down health when they do not result in actual sickness.

Home gardens, obviously, are a specific remedy for malnutrition on the farm.

You might assume, if you never got to the country and saw things for yourself, that every farm family already had a garden. The Census figures for 1940, showing just how many American farm families are without home gardens, aren't quite ready yet,

More than 600,000 farm families are growing their way to better meals with the help of the AAA

EVERY WEEK throughout the year this Alabama family, encouraged by the Triple-A soil conservation payment of $1.50, now gets vitamin reinforcements, never had before, out of its home garden.

but the figures for some States are. Kentucky, for example, in 1940 had 253 thousand farms of which 225 thousand had home gardens and 28 thousand didn't. Missouri with 256 thousand farms had 34 thousand farms without home gardens. North Carolina's 278 thousand farms included 31 thousand without home gardens, and in South Dakota 42 thousand of 72 thousand farms had no home gardens.

That gives you an idea what the $1.50 bid to farm families is attacking.

The people who are working with the $1.50 worth of secret weapon are amazed when they look back and see how much it has accomplished.

THE HOME GARDEN PAYMENT IS LISTED under the soil-building practices. Actually, home gardens by themselves don't conserve soil fertility, but they are a conservation measure. They conserve human beings. It is probably fair to say that the people who worked out the farm programs in the earlier years were so intent on soil conservation that they overlooked the fact that soil conservation is just a method to husband our national resources so that the people can achieve health and happiness. Then in the course of events someone recalled that home gardens were a way to achieve this end directly.

In practice, the connection between good health and the gardens is almost scientifically welded by cooperation between the AAA and Extension workers and State Nutrition Committees. Thus, in Georgia, to qualify for the $1.50 payment, a family must plant at least one-quarter of an acre, not counting sweetpotatoes. The garden must produce the year round. The family must grow at least 10 different vegetables in it. Insect pests must be controlled, and measures must be taken to keep the livestock out of the garden. These are the basic requirements.

FROM HERE THE EXTENSION WORKERS AND the State Nutrition Committee go to work. Look, they say to the families, you have a home garden now. With it you can begin to raise most of the food you use. Above is a chart showing how much food you need.

A half-acre garden, families are told, can grow all the vegetables the family plan calls for, while most of the other food can be taken care of right on the farm by a live-at-

A FOOD PLAN FOR GEORGIA FAMILIES

Guide For Home Grown Food Supply

The Food Supply Should Provide the Following Daily Requirements	Amount Required for 1 Year	
	For one person	For one family
Milk—Child: 1 quart daily	90 gal.	
Adult: 1 pint daily	45 gal.	
Butter—three or more servings	25 lbs.	
Leafy, green and yellow vegetables—one or more servings	100 lbs.	
Tomatoes and other vegetables eaten raw—one or more servings	90 lbs.	
Other vegetables—one or more servings	190 lbs.	
Peas, beans, nuts—three or four times a week	20 lbs.	
Potatoes, Irish and sweet—one or more servings	3 bu.	
Fruits—one or more servings	120 lbs.	
Eggs—one a day	30 doz.	
Lean pork, beef, poultry—one or more servings	120 lbs.	
Fat meat, lard, bacon—3/4 lb. per week	40 lbs.	
Syrup, sorghum or sugar cane	4 gal.	
Corn for meal or grits	2 bu.	
Wheat for flour	2½ bu.	

The above quantities of foods are approved for actual family consumption by the Food Selection and Budgeting Committee, Georgia Nutrition Committee for National Defense. They do not provide enough for feeding dogs and other pets from the kitchen or for waste and loss in storage. Additional amounts should be added to take care of such needs.

HEALTH-PLUS comes not only out of gardens but from animal foods. That's why many of the 645,000 farmers who earned the miracle-working $1.50 in 1940 have taken to producing their own milk, eggs, and meat, as well as vitamin-abounding fruits and vegetables. That way they get meals that are both fun to eat and health building.

FIFTY DOLLARS is the estimated average annual cash value of a home garden that wins the $1.50 prize, but that's only the beginning. What's the cash value of a family where children are healthy and alert, parents vibrant with good health?

CANNED AND STORED FOODS

Canned and Stored Foods	For One Person	For Our Family	Canned and Stored Foods	For One Person	For Our Family
Tomatoes and tomato juice	20 qts.		Peanuts	½–1 bu.	
Vegetables	40 qts.		Onions	½–1 bu.	
Fruits and fruit juices	25 qts.		Irish potatoes	¾–1 bu.	
Meats	20 qts.		Sweet potatoes	2½–3 bu.	
Dried fruits	5–10 lbs.		Wheat	2½–3 bu.	
Peas and beans	¼–½ bu.		Cornmeal	2½–3 bu.	
Syrup	4–5 gals.		Rutabagas	¼–½ bu.	
Pecans	5–10 lbs.		Carrots	10–20 lbs.	
			Eggs in water-glass	5–8 doz.	

Above budget approved by the Food Selection and Budgeting Committee, Georgia Nutrition Committee for National Defense.

home plan which includes raising chickens, a couple of cows, hogs, and growing a few fruit trees.

The next step after a family puts in a home garden is to put up the foods that can't be eaten fresh. The guide for Georgia families includes the chart on this page which enables them to work out the amounts of food to can and store.

The more you think about the home-garden-on-the-farm idea the better it shapes up. Right off, home gardens raise a farm family's health income in a way that planting an extra acre of corn or cotton or wheat or tobacco may fail to do. No matter what happens to the price of such products when they go to market the family gets the full benefit of its own garden. It has a kind of guaranteed value in that an approved garden supplies the protective foods that pay such tremendous returns in health and well-being. In addition, the family earns its $1.50 soil conservation payment.

That's the way it affects a farm family.

But home gardens also are having worthwhile repercussions for the whole country. Families that produce their own food reduce the pressure on the food markets at a time when prices are rising and defense requirements make extra claims on our production of foods.

Finally, home gardens add something to the lives of farm families; something that could be called Vitamin Z, the quality of zest that comes from knowing you are going to sit down to meals that taste good, have variety, and leave a satisfied feeling inside of you.

LISTEN TO "CONSUMER TIME"

Broadcast every Saturday morning on the NBC Red Network.

Here's your chance to get facts and information about buying and using food, clothing, household furnishings, remedies, and other things you need.

This program is produced by Consumers' Counsel Division, Department of Agriculture, and presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers. For the exact time, ask your nearest NBC station.

Pushing Back Milk Boundaries

There are more ways of driving at consumers' milk problems than you can shake a stick at

NO MORE PACIFICS beckon modern Balboas, but there are vast new lands to explore on the farthest edge of the world of milk, and explorations are going on now. Researchers in Federal and State laboratories, workers in universities and in industry are tenaciously pushing their way forward toward new methods of producing, processing, and distributing milk.

Over the horizon there is more wholesome milk for consumers, milk and milk products richer in milk nutrients, more milk nutrients, cheaper milk nutrients, and exciting new foods using milk nutrients that are now wasted.

Two Department of Agriculture scientists in the Bureau of Dairy Industry, for example, have found a way to make an ordinary can of evaporated milk contain 25 percent more nutrients. By this new method, 25 percent more milk solids may be packed into the same size can.

EVAPORATED MILK NOW CONTAINS 26 percent milk solids which is the most suitable concentration to use under present commercial conditions. Milk of higher concentration generally curdles when it is sterilized. The two Department researchers discovered, however, that if good quality milk is preheated to temperatures considerably above the 95-degrees centigrade now customary, a milk of higher concentration can be sterilized without danger of curdling.

THE NEW PROCESS, WHICH CAN BE ADOPTED in milk condenseries at relatively little cost—it requires the installation of a tubular heater—is going to result in an important saving to consumers in the future. If adopted now, it would also relieve pressure on some Defense bottlenecks.

Thus a standard case of 48 cans of milk today contains 181 ounces of milk solids. By using the new methods of evaporated milk 226 ounces of milk nutrients can be put in the same 48 cans. For every 100 cases of evaporated milk, this would mean a saving of 1.68 pounds of tin, a strategic material in the National Defense effort. One out of every 5 cases now used, 7 out of every 5 tin cans, and one-fifth of the shipping space now used for evaporated milk could also be saved.

All of these savings will add up to money savings for consumers some day. Or put another way, they mean that many consumers are going to be able to buy that much more evaporated milk. They are going to be able to get that many more of the important milk nutrients in their diets.

Skim milk is a kind of dark continent that is just now being opened up. Almost half the milk produced in the country is made into dairy products which leaves skim milk as a by-product. Most often the skim milk that is produced (say, in making butter) is either fed to animals or wasted. The problem here is that this skim milk contains the milk minerals, the milk proteins, and the milk sugars that millions of Americans, and particularly young Americans, get too little of.

The reason this skim milk doesn't get directly into the American diet is that (1) no way has been devised to get it from the farm to the consumer at a price cheap enough to make consumers want to buy it and high enough to pay the cost of distribution, and (2) too many consumers turn up their noses at skim milk and skim milk products.

IN THE CASE OF DRY SKIM MILK, THERE HAS been also a technical problem. Dry skim milk caked in an ordinary package. That difficulty was solved by the development of a special transparent paper package by the

THIS ARMFUL of nutrients, tucked away in cans of evaporated milk, is on its way to a lunch for school children, sent there by the Surplus Marketing Administration. Some day, maybe, evaporated milk cans will hold even more milk nutrients than they now hold because of the work scientists in the Department of Agriculture have done.

Bureau of Dairy Industry with the Bureau of Home Economics so that dry skim milk could be distributed to families on relief. Now industry and trade have the job of seeing that more dry skim milk reaches retail stores where low-income consumers can buy it in convenient sized packages.

Young consumers are on the verge of being ensnared by delicious fruit flavors into drinking more fluid skim milk. Department of Agriculture research workers recently conducted a taste test among 55 school children. The children were offered, without comments, their choice of a number of milk drinks, some sweetened, some flavored with fruit juices. After checking which flavors were selected by the children, and how much they left in their glasses and bottles, the workers discovered that children can be induced to drink much more milk if the milk is flavored with berry juices, with cherry juice, or with other fruit juices. Maybe, Department of Agriculture workers say, skim milk flavored with fruit juices is one way to get more consumers to drink it and more dairies to sell it. Of course, if fruit-flavored skim milk is to catch on, it must sell at a substantial reduction in price over fluid whole milk.

Then there's something called double-solids milk. Actually double-solids milk is concentrated milk that hasn't been sterilized. The double-solids milk is pasteurized whole milk that has been concentrated to twice the milk-solid content of usual milk. Double-solids milk tastes like any other fluid milk, only richer. So far, it has been sold to consumers in only one city. It is widely distributed to bakeries and other large commercial users of milk.

The advantage of double-solids milk is that its use could reduce distribution costs for a given amount of milk nutrients considerably. Consumers who have looked at the "milk spread," the difference between what farmers get for their milk and what consumers pay for it, think that such a saving would increase the ability of low-income consumers to use milk.

Nutrition experts making surveys in Defense industries have blanched slightly at the lunches of some Defense workers—a hot dog and a bottle of pop. Men cannot do strenuous exacting work on meals like that. The answer, they say, is a dining hall where balanced hot lunches are served at a low price. Then, they add, there should be some place in the factory where men can buy a mid-morning or mid-afternoon glass of milk.

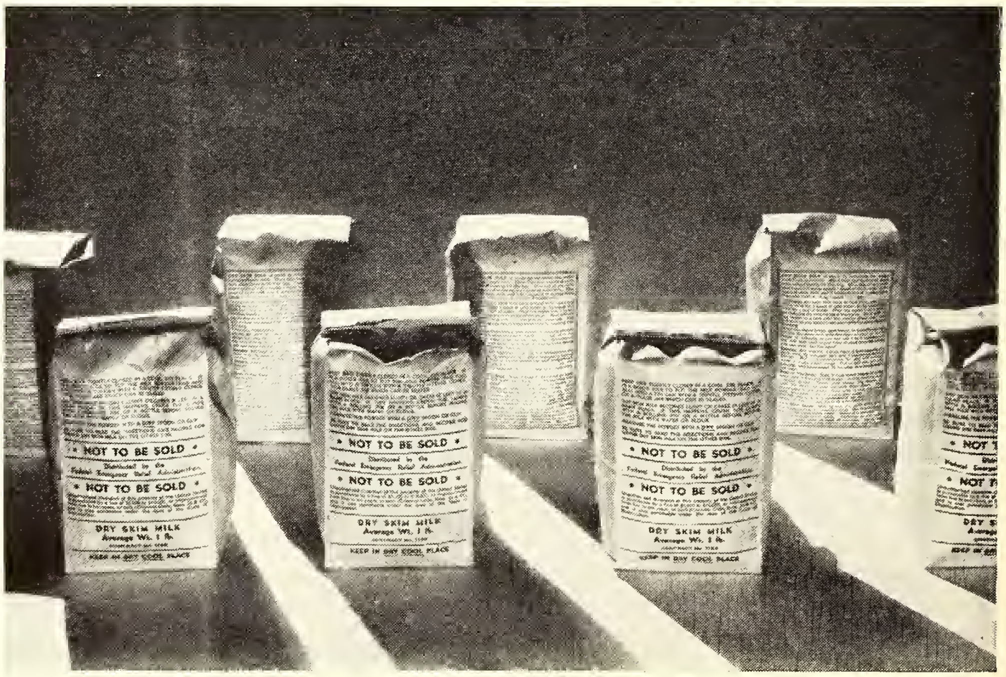
Automatic milk dispensers are being installed in many factories; machines that deliver a bottle of milk when you insert a coin in them. They are refrigerated, they take up little space, and a surprising number of workers begin to drink milk. Soda pop has been sold like that for a long time, and the extension of the idea to milk is rather obvious. Consumers might get an idea from the automatic dispensers. Dispensers installed in apartment houses, or on housing projects might make possible milk that costs much less than bottles delivered on doorsteps. A dispenser might automatically become a cheap milk station.

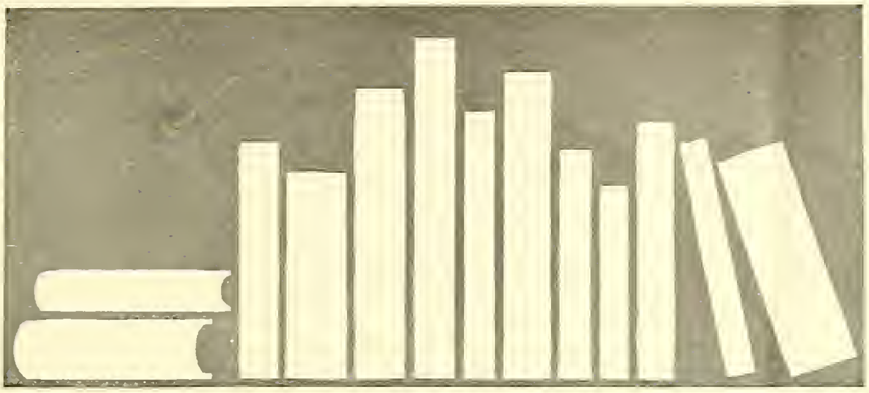
Still nebulous but certain to come some time is a method for dehydrating milk so that the milk powder can be reconstituted into milk that tastes just like fresh whole milk, or a method by which the flavor and taste of whole milk are not lost in canning and sterilization. Research men are mulling over the meaning of quick-freezing to the milk industry. Other researchers are working on ways to combine skim milk with waste agricultural products like cull potatoes or low-grade apples into delectable food products.

Consumers in many cities, of course, are racking their brains for ways to get more milk for themselves.

People with a mind and a will, and the freedom for the 2 to work, move forward.

EVERY MILK product should get an A–1 priority at everybody's meals, and it doesn't always have to be fluid milk. For people with little to spend there might be dry skim milk, but little of it is put into packages of convenient size for consumers. These packages, developed by scientists in the Department of Agriculture, confound the claim that no suitable low-cost wrapper can be developed.





CONSUMERS' BOOKSHELF

ROUND THE WORLD WITH COTTON, prepared under the supervision of I. W. Duggan and Paul W. Chapman. 1941, pp. 148, illus. Address: Agricultural Adjustment Administration, U. S. Department of Agriculture, Washington, D. C. Free. Gives brief history of cotton, discusses cotton production in foreign lands and production methods in the United States. Bibliography.

SUGGESTIONS FOR CONSUMER PROTECTION THROUGH LOCAL ACTIVITIES. 1941, pp. 4, mimeo. Address: Consumer Division, Office of Price Administration and Civilian Supply, Washington, D. C. Free. Outlines a variety of ways for taking action to improve consumer welfare in local communities.

INTRODUCTION TO HOUSING — FACTS AND PRINCIPLES, by Edith Elmer Wood. 1941, pp. 161, illus. Address: Superintendent of Documents, Washington, D. C. 30 cents. Gives a general survey of housing conditions in the United States, considers the costs of bad housing and outlines the different kinds of effort which are being put forth to remedy the situation.

INFORMATIVE LABELING, by Roger Wolcott. 1941, pp. 24. Address: National Consumer-Retailer Council, Inc., 8 West 40th Street, New York, N. Y. 25 cents. This handbook discusses the advantages of informative labeling, and the methods which might be used in developing labels of this type. Outlines the labeling program of the National Consumer-Retailer Council.

SLIP COVERS FOR FURNITURE, by Bess V. Morrison, Bureau of Home Economics. Farmers' Bulletin No. 1873. 1941, pp. 26. Address: Superintendent of Documents, Washington, D. C. 10 cents. Suggests methods of choosing slip cover fabrics and estimating the yardage required. Gives instructions for making slip covers.

DISTRIBUTION PACKET. 1941. Address: Twentieth Century Fund, 330 West 42nd Street, New York, N. Y. 25 cents. This packet is based on a survey of the distribution system in the United States made by the Twentieth Century Fund. Contains a pamphlet, "59¢ of your $1—The Cost of Distribution"; a chart. "The Flow of Goods in the United States"; five Public Policy Bulletins—"How Consumers Add to Distribution Costs," "Producer to Consumer," "Walls Between the States," "Hazards of Retailing," and "Sales Taxes"; and a press release, "Recommendations of the Twentieth Century Fund's Committee on Distribution."

A STUDY OF THE EFFECT OF LEAD ARSENATE EXPOSURE ON ORCHARDISTS AND CONSUMERS OF SPRAYED FRUIT, prepared by the U. S. Public Health Service. Public Health Bulletin No. 267. 1941, pp. 181, illus. Address: Superintendent of Documents, Washington, D. C. 40 cents. A technical bulletin based on a three year study ordered by Congress, of possible injury to the health of persons due to eating fruit contaminated with lead arsenate spray residues, or the inhalation of arsenate-spray mist or dust by orchardists.

DEFENSE—ONE YEAR, prepared by the Office for Emergency Management. 1941, pp. 30, illus. Address: Superintendent of Documents, Washington, D. C. 10 cents. Gives a general picture of the first year of National Defense efforts. Consumers will be particularly interested in sections on the cost of living and housing for defense workers.

LEGAL PHASES OF COOPERATION, by Valery J. Tereshtenko and Research Staff of the Cooperative Project. 1941, pp. 242, mimeo. Address: Cooperative Project, Work Projects Administration, 625 Madison Avenue, New York, N. Y. Free. This volume contains abstracts of 265 publications dealing with the legal phases of cooperation. Sections on consumer, agricultural, producer, credit, insurance, utility, educational and recreation cooperatives are included.

RADIO—A PUBLIC PRIMER. 1941, pp. 24. Address: Federal Communications Commission, Washington, D. C. Free. This bulletin discusses different types of broadcasts, and the uses to which radio has been adapted. Outlines in a general way the nature of Federal regulation of the industry.

MASTER SPECIFICATIONS FOR RECONDITIONING, prepared by Home Owners' Loan Corporation. 1940, pp. 226. Address: Superintendent of Documents, Washington, D. C. 30 cents. A technical bulletin containing detailed specifications for a wide variety of materials and operations involved in the repair, rehabilitation, rebuilding, enlargement, and demolition of dwellings of different types.

TRADE PRACTICE RULES FOR THE HOSIERY INDUSTRY. 1941, pp. 22. Address: Federal Trade Commission, Washington, D. C. Free. Contains a number of regulations regarding the labeling and sale of hosiery, of interest to consumers.

STANDARD SIZES FOR CHILDREN'S CLOTHES. 1941, pp. 19, mimeo. Address: Bureau of Home Economics, U. S. Department of Agriculture, Washington, D. C. Free. A primer for consumers and manufacturers describing the need of standard sizes for children's clothes. Describes a project which has been carried on by the Bureau of Home Economics, Work Projects Administration, and the National Consumer-Retailer Council for the determination of adequate standards through the actual measurement of over 147,000 boys and girls.

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COTTON STOCKINGS

SOYBEANS

KITCHENWARE CENTER

BOOKSHELF

CONSUMERS' GUIDE

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THIS IS A SHORT, short story about a long, long thought.

In the year 1935–36, the Consumer Purchases Study discovered (no one was amazed) that more than half of the Negro sharecropper families not on relief in Southeastern States had incomes of less than $9 a week, and that represented not only cash that was coming in but the money value of the foods and fuel they produced for themselves and the rental value of the places where they lived.

When families are large, it often works out so that there are only a few cents in cold cash to spend at a store for each person in a week.

One thing, however, isn't lacking among some of the people on the lowest rung of the income ladder. That's whatever it is that makes a consumer movement go. As proof, this story comes to us from South Carolina.

YEARS AGO, 5, 6, MAYBE 10, A GROUP OF Negro sharecropper families in that State began talking about their troubles. Somewhere along in the talk someone said that he reckoned trouble didn't really start until you had trouble once.

Indeed it was so, everybody said; if you could avoid the first trouble you would never have trouble and you would just go along fine.

Somebody sighed something about the will of the Lord, but the preacher himself said that it wasn't the will of the Lord at all.

Your first trouble, he said, is mostly getting sick or somebody dying and your trouble stays with you if you have to borrow on account of that first trouble, and pay interest.

And pay interest, everybody chorused.

Thirty percent interest, 50 percent interest, the preacher continued, and sometimes you never stopped paying interest.

Ain't it the truth.

It is the truth, the preacher said, and the trouble comes, not from the first trouble, but from the borrowing and from the interest and from never getting out of debt once you are in debt.

WHAT WE NEED IS MONEY, SOMEONE SAID, and an old woman in the back of the room who had been rocking back and forth, half asleep, smiled as if the very idea of having money was the most bitter joke.

I'm going to tell you a way to have money, the preacher said, and everyone in the room looked up.

I'm going to tell you how to escape from the bondage of interest.

Every week, the preacher said, we visit together like this and talk trouble.

And they did.

Well, the next time they met, everyone was to bring as much money as he could. If it was only a penny, then a man or a woman could bring just a penny. If it was a dime, so much the better.

Then they would turn that money over to a treasurer and he would keep a record of all the money collected and save for all of them. Then, when the fund got large enough, they would lend money at no interest to people who got in trouble, and they would pay it back.

What's that called? someone asked. A benevolent society?

I call it a thrift club, the preacher said.

Actually, it was a rudimentary credit union.

WHATEVER ITS NAME, IT SUCCEEDED. PEOPLE had trouble. They needed money They borrowed from the fund. They paid it back. They kept saving, and they didn't get into bondage to interest and further trouble.

Sometime later on, the thrift club discovered that the one trouble they had to borrow for most often was a funeral. After months, maybe a year or so, of headscratching and of figuring with stubby pencils, the thrift club undertook to provide its members' families with funerals. The thrift club expanded into a cooperative burial society and cut the cost of that trouble by more than half.

Just talking, week after week, the thrift club got around to fertilizer. A sharecropper raising 4 acres of cotton needs about $20 worth of fertilizer a year. Fertilizer is the average cotton grower's largest single expense in production.

It's costly enough bought for cash, but most sharecroppers don't have cash when planting time comes around. When they get their fertilizer on credit there's no telling how much more it costs. It stands to reason, they said, that fertilizer bought for cash costs less than fertilizer bought on credit.

The thrift club didn't have money enough to finance the fertilizer purchases of all its members. To go into cooperative purchasing, it did the only thing it could do to get started; it turned to the Government. A committee wrote to the Production Credit Division of the Farm Credit Administration and applied for a loan to cover the cost of fertilizer for all the members. Two Negroes who owned land endorsed the loan application.

The loan was granted and then the thrift club bought all the fertilizer for all the members at once at approximately a 10 percent saving over the usual individual purchase. In addition, the club paid 6 percent for the Production Credit loan.

Most recently, the thrift club has begun to pool together and buy canned foods and sugar and flour in large quantities.

What people learn to do over long periods of time is simpler to tell about than to live.

But trouble isn't coming so fast or so often now to this little band of thrifters. And it doesn't come so fast or so often, either to the members of credit unions—the cooperatives which the Farm Credit Administration of the U. S. Department of Agriculture helps consumers and workers to organize. If you don't know about these cooperatives, just drop a card to the Consumers' Counsel Division, Department of Agriculture, Washington, D. C., and we'll be glad to tell you how to get the facts about Federal Credit Unions.

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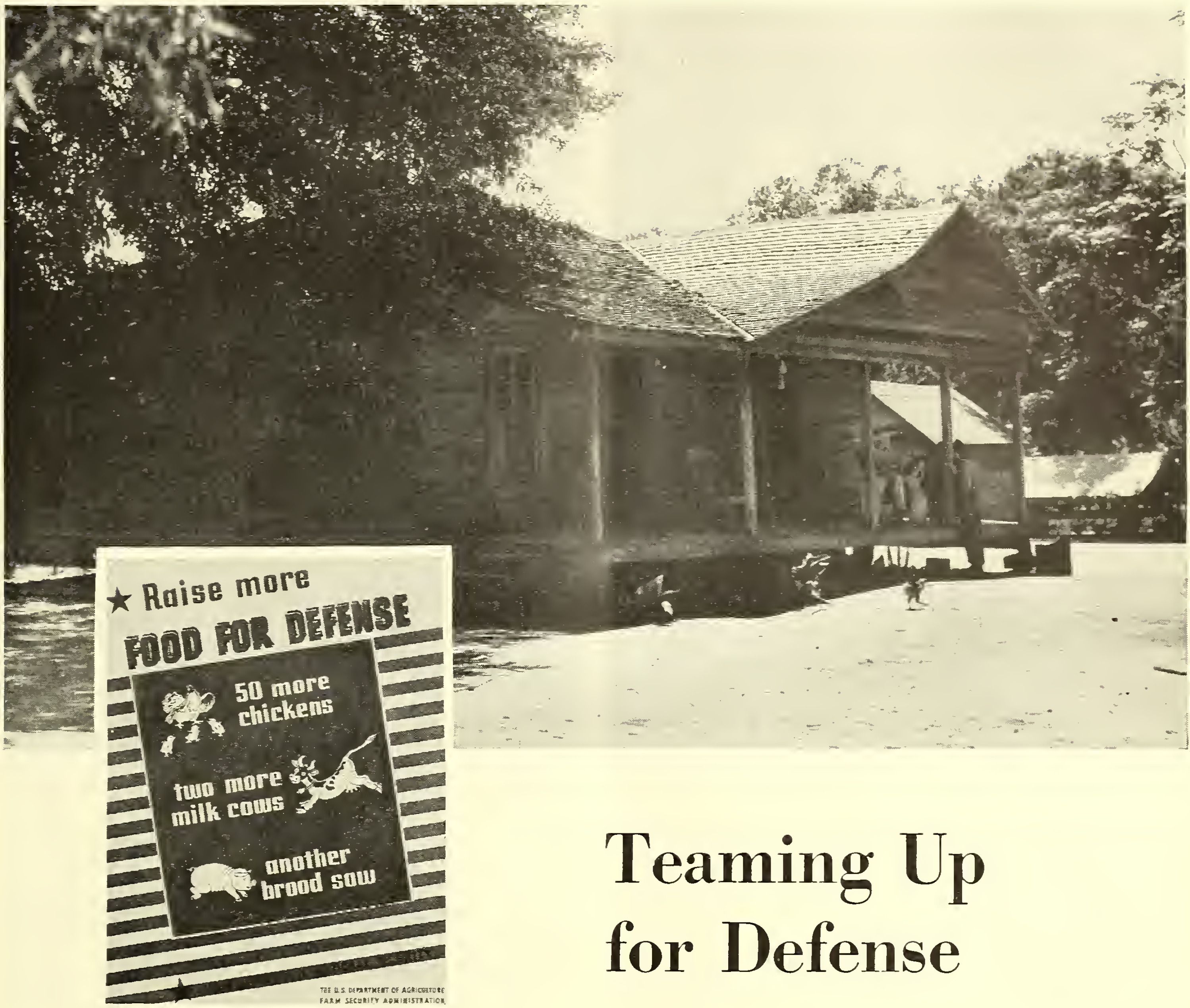
PHOTOGRAPHS IN THIS ISSUE

Cover, top; Farm Security Administration; Cover, bottom (left to right): Bureau of Home Economics, USDA Information Service, FSA, Consumers' Guide. Pages 3, 4, 5, 6, 7, FSA. Page 8, BHE. Pages 9, 10 (top), USDA Information Service; bottom, FSA. Page 11, BHE. Page 12, top, Agricultural Marketing Service; bottom, USDA Information Service. Page 13, top, BHE; bottom, USDA Information Service. Page 14, FSA.



Teaming Up for Defense

Farm Security families show how Food for Defense plans plus cooperative action can build bigger larders and better living

RIDING up the road to town, Mr. Sconyers* slapped the reins to keep the mule's mind on his business. Then he turned around and looked for the dozenth time at the branches covering the chickens in the wire coop.

"Bet no one's never seen chickens so clean," Mr. Sconyers said aloud.

The wonder of it kept unfolding to him as the mule dawdled along..

Not a one of his chickens had ever touched the ground. Prettiest chickens you'd see anywhere. May chicks, too. Not a bug on them. Rats didn't get one, and old Mister Snake hadn't had a chicken dinner all summer.

The man at the Farmers Exchange was ready for him as Mr. Sconyers pulled up. He gave a look at the chickens in the wire coop and smiled.

"Ought to weigh in at more than 2 pounds apiece, these chickens. How old are they, Mr. Sconyers?"

"Three months old to a day," Mr. Sconyers answered. "I signed that application for a Food for Defense loan on April 7, and the chickens came on May 9. This is August 9, as I reckon."

"How many have you there?"

Mr. Sconyers removed the branches from the top of the chicken coop. He slapped his hat on the wire to drive the chickens down where he could pull them out.

He was the kind of man who liked to be sure of his facts. "When I left home," he said, "they lacked 3 of being 40."

The Farmers Exchange man took a handful of squawking chickens from Mr. Sconyers and dropped them into a coop on the scales.

"The legs on these chickens are as clean and yellow as an egg yolk," the man said.

"Yes, sir, their feet ain't never touched the ground," Mr. Sconyers said.

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* *The names in this story are imaginary.*

1. **GETTING STARTED** on Food for Defense is the hard part for families with precious little cash. So they do it the cooperative way, pooling their orders for baby chicks, mash, materials for brooders. That way dollars stretch farther.

2. **COOPERATIVE** buying meant a saving of $1.50 on the 100 chickens the Sconyers family got as their starter on the Food for Defense program. Other families saved even more. FSA experts help all borrowers select sound strains and right diet.

3. **MAY CHICKS** in this Alabama county used to be a symbol of tragedy, but not now. Well-constructed crates protect the chickens and keep them off the ground. That's only one of many rules about sound chicken raising learned from FSA.

4. **RESULTS SHOW** even in 3 months' time. This family with a batch of grown chickens is ready now to sell some. Cooperation steps in here, too. A man from the Farmers Exchange (itself a cooperative) is salesman for the family.

"Never going to touch the ground, either," the Farmers Exchange man answered. "These chickens are going to be fed to Army pilots. No white meat ever went so high as the white meat on those cockerels is going."

"I see what you mean," Mr. Sconyers said. "Those flying boys'll take these chickens right high."

But Mr. Sconyers wasn't interested only in conversation. He watched the Farmers Exchange man load all the chickens onto the scales, then moved over to where he could see what the man was writing down.

He handed Mr. Sconyers a slip of paper. "Eighty-eight pounds," the man said. "At 20 cents a pound, that's $17.60."

Mr. Sconyers was coming out all right, wasn't he?

He reckoned he was. "I got 100 chicks last May 9," he said. "That cost me $7.50. And then the feed. I calculate I spent about $5 on feed. Now I get $17.60 for them cockerels and I still got 57 pullets left."

The Farmers Exchange man was surprised.

"You mean you just paid $7.50 for those chicks?"

"Sure," Mr. Sconyers replied. "That's cooperation. The Farm Security got all us 1-horse and 2-horse farmers to buy our chicks together and I reckon we saved as much as $1.50 on a hundred chicks."

The Farmers Exchange man knew something about cooperation, too. As far as that went, this Farmers Exchange was cooperation, he said. "It's run by the farmers in this county for themselves."

Mr. Sconyers knew that. How else would a 1-horse farmer market his chicks if the Farmers Exchange weren't cooperation? Wouldn't he be a sight driving up to the gate of the Army field in Montgomery with a wagon load of live chickens? He laughed at the idea.

"That there sentry might be my own boy," he said. Mr. Sconyers has a son in the Army. "And he'd say to me, what you got there, Pop? And I'd say, Son, I got a load of cockerels for the Army flying boys. And he'd say, Pop, you can't sell chickens to the Army that way. The Army don't buy chickens from no 1-horse farmer racing a mule up the road. This here Army ain't no 1-horse army."

Mr. Sconyers grinned, then went on.

"That's why there's cooperation. Cooperation goes up to the gate and the sentry lets him pass, and cooperation bids on them chickens. Cooperation can go places a 1-horse farmer can't even get in."

The Farmers Exchange man had a question.

"But this you're talking about, Mr. Sconyers, this here isn't cooperation. It's Farm Security's Food for Defense."

Mr. Sconyers had an answer to that, too. "Farm Security's one way you get Food for Defense and it's one way you get cooperation, too."

WHILE MR. SCONYERS WAS TALKING, a tall man, 6 inches over 6 feet, walked up behind him. He had his chance now to break into the conversation.

"Howya, Mr. Sconyers?" he said. "These your Defense chickens?"

Mr. Sconyers turned around.

"Mr. Carsons! Sure am glad to see you. Ain't seen you since I got my Food for Defense loan."

Mr. Carsons was the FSA county supervisor.

"I see you did all right with that loan, too," Mr. Carsons said. "A lot of folks said you Farm Security borrowers wouldn't want to take on all this extra work, but you surprised everybody all the way back to Washington."

Mr. Carsons turned around to the Farmers Exchange man.

"You know," he said, "every family that was asked to join up in this Food for Defense program down here did join up. And that goes, not just for this county; it goes for the whole State of Alabama, and every other county in this Southeastern region."

News like that was good. Both Mr. Sconyers and the Farmers Exchange man smiled.

Mr. Carsons went on, "It's the way Farm

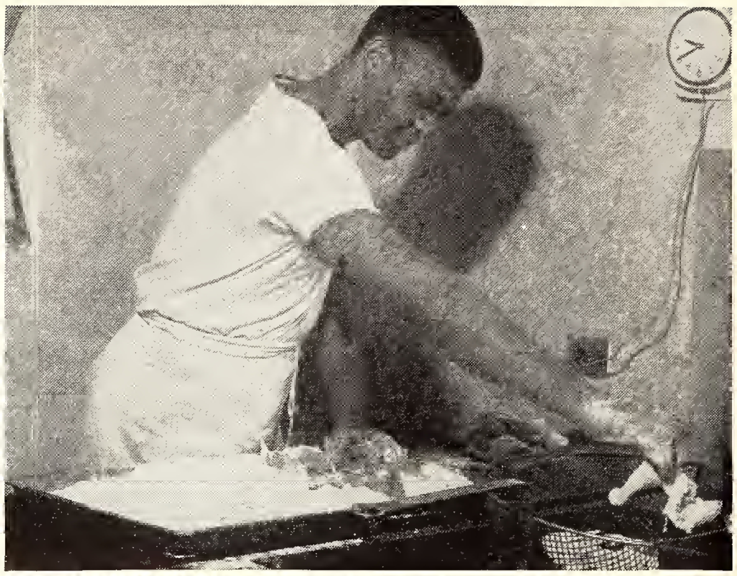
5. **REAL MONEY**—the first in a long time for many FSA clients—comes with the sale of the chickens. And better still, the family has pullets left over to produce eggs and meat for their own meals which have been vitamin-poor too long.

6. **FIFTY THOUSAND** pounds of chickens a day are one contribution that FSA borrowers are making to Food and Defense. Volume like that needs improved handling methods, and FSA is helping on that, too. This is a new style painless killer.

7. **ALL THE WAY** from live to dressed stages, care is taken to keep chickens in One-A condition. This improved plucker, part of new equipment FSA help has bought, removes feathers at lightning speed without marring tender flesh.

8. **SOME FARMERS** with their own horse and wagon can afford to carry their load of chickens to market. For others, this Alabama Farmers Exchange sends its truck out to the farm, the first step in the service they give in marketing.

9. **ARMY BUSINESS** is easy to get when chickens are as superior as these and small producers pool their produce for sale through a cooperative. This mess sergeant allows as how he's never seen finer birds than these produced by FSA borrowers.



10. **THERE'S FUN** and good nourishment ahead for the lads at this training camp. It's going into the fat now, but it started back on thousands of Southern farms where FSA took a chance on farmers everybody else thought were poor risks.

Security borrowers are going to do their share toward producing what we need in this country and to ship abroad. Down in this region, we set ourselves a quota: To produce 20 million more pounds of hogs next year, 72 million more eggs, and 1,500,000 more gallons of milk. Each family was asked if it would borrow money to buy purebred baby chicks, or a sow, or a cow."

"You chose 100 chicks, Mr. Sconyers," the Farmers Exchange man remarked.

"Yes, me and the wife chose 100 chicks. We already had 2 cows and a sow."

"Do you reckon you can produce all the Food for Defense you're after?" asked the Exchange man.

"I reckon," Mr. Sconyers came back, "we can do anything we're asked, for Defense. And with this cooperation, I know we can."

MR. SCONYERS, OF COURSE, WAS RIGHT about cooperation.

Cooperation got Mr. Sconyers and 52,599 other 1-horse farmers into producing things they never produced before.

Cooperation got him his 100 chicks at from $1 to $2 off.

Cooperation got him his chicken wire cheaper than he would have been able to buy it.

Cooperation with the Farm Security Administration enabled him to raise as clean and pretty chickens as anyone in Alabama ever saw.

Cooperation outwitted the parasites, the rats, the hawks, the weasels, and the snakes that had made May chicks in Alabama a symbol of tragedy.

The 52,600 Mr. Sconyers in Alabama, Georgia, South Carolina, and Florida, together are marketing 50,000 pounds of chickens a day.

Cooperation and Farm Security and the 52,600 Mr. Sconyers are a powerful team in the Food for Defense program.

BUT THAT'S NEGLECTING MRS. SCONYERS. Mrs. Sconyers doesn't get to town very often, 3 or 4 times a year, and 2 of these visits are because she has to see the doctor. But if you drop around at the Sconyers' house, you'll find her there, maybe back at the brooder and range house taking care of the chickens.

Mrs. Sconyers would rather take care of the chickens than do anything else that needs to be done. Looking up from feeding the chicks, she'll tell you proudly that just now they are in their "high mood of making.' She means that they're healthy and growing fast.

She used to say that about her children, but she has stopped marvelling over that because she takes it for granted now.

Neither the chicks nor the kids used to be in a high mood of making. Everything used to droop at the Sconyers. Then came Farm Security, and cooperation, and Food for Defense.

Mrs. Sconyers leads you back up toward the kitchen and under the shade of a dense green fig tree to a small square house. This is the smokehouse, she says. She opens the door to reveal shelf after shelf loaded with glass jars of food. As the sun shines in the door it lights up the colors in the jars, the red in the jars of tomatoes, the ivory of the canned corn, the deep yellow of peaches, the rich dark brown of canned figs. In the back of the smokehouse, there are 5 large tin pails.

"That's my cooking fat," Mrs. Sconyers says. "I reckon this lard will take me right up to killing time."

On one shelf there are rows and rows of tin cans. "Those tin cans," she says, "I canned at the Farm Security canning plant. You get food canned there for a toll. One out of every 10 cans you give them." Altogether Mrs. Sconyers canned 296 jars and cans of food and she had 100 cans left over from last year.

She explains that her family's health is in those cans. The year before she began to work with the guidance of Farm Security, she canned 44 cans and before that she didn't can anything. She has 2 cows now, and one is fresh when the other isn't, which means good milk all the time. And there are 6 hogs fattening down in the Spanish peanuts now.

"We always used to get the winter misery," she says. "The skin on your lips would crack, and we'd get sick and have sores. When the Farm Security first came they used to tell us to eat brewers' yeast, but now I don't even need that for my family. Fruits and vegetables all the year round makes a difference. When my boys go to school they take a jar of vegetables with them for the school lunch."

AND ALL THAT'S COOPERATION, MRS. SCONYERS says. "Like I bought my pressure cooker. It cost me $8. If I'd bought it myself it would have cost me $11. Just because all us women got together in the Farm Security and bought them together. We bought them right in town. The merchant

11. **"I LIKE** to think," one Alabama farm woman said, "that my chicken is inside those pilots. Makes it more like Defense." And it's more like a strong home front, too, with the better incomes and better food FSA's program has brought.

12. **FSA HELP** and cooperation don't stop with chickens, hogs, and cows. In this pressure cooker, bought cooperatively, partly with an FSA loan, 164 quarts of fruits and vegetables were processed for the family's winter store of vitamins.

made more money, too, because he sold more cookers."

Even sickness treatment comes from group action.

When Mrs. Sconyers feels bad she goes to any doctor she wants to. If she needs hospital care she gets that. "All of us Farm Security families pay into a pool each month and then the doctors and the hospital get paid their share out of the fund."

Her eyes move from the house to the cows, the chickens, the hogs, the fall garden she's putting in right now.

"We haven't got much more money than we had before, but leastways we live decenter and we get stuff to eat we never used to have. That's because the Farm Security home supervisor works out a family plan with us each year.

"We have community meetings. We talk and learn about things we need to know, and how to buy things.

"We learn how to take care of these Food for Defense chickens at community meetings, how to build the brooder, and the range house. Those cockerels we sold," Mrs. Sconyers says, "we learned how to feed them, and what to do when a chicken gets broody or gets the paralysis. Around here nobody ever had purebred chickens before, just yard chickens that fed in the fields, nested in the bushes, and roosted in the trees."

Mrs. Sconyers repeats they are living better than ever before even though they don't have much more money than they usually have. The way she remembers it, she and her man would have just about $200, but it would be better living.

You write down the items as she recalls them. They'd have about 3 bales of cotton from 6 acres. That's $225. They'd have peanuts; they would bring in about $150. There were the $17.60, too, from the cockerels. And, let's see, Mr. Sconyers would get $25 from the AAA. Maybe there'd be $40 from the hogs they were going to sell in this Food for Defense program. Next year they would have egg money from their Food for Defense chickens.

How much does that add up to?

Tommy Sconyers, Mrs. Sconyers' youngest, comes up to watch the arithmetic.

That adds up to $457.60.

Then there are the expenses. Mrs. Sconyers recalls them slowly. There's $65 for the fertilizer; $3.50 for cotton seed; $10 for seed for the peanuts; $75 for cash rent; and another $100 for all kinds of things. The $100 covers what it cost to get the chicks and raise them.

That makes how much?

That makes $253.50 worth of expenses and $457.60 of cash income, leaving $204.10.

That $204.10 is what's left to live on. All the rest is for farm expenses.

"But that doesn't count my 'live at home' things," Mrs. Sconyers says, "my garden vegetables, my fruits, my milk, and the eggs we're going to eat from the Defense pullets. Used to be a time when I had to live on that $204.10. Now I've got these extras."

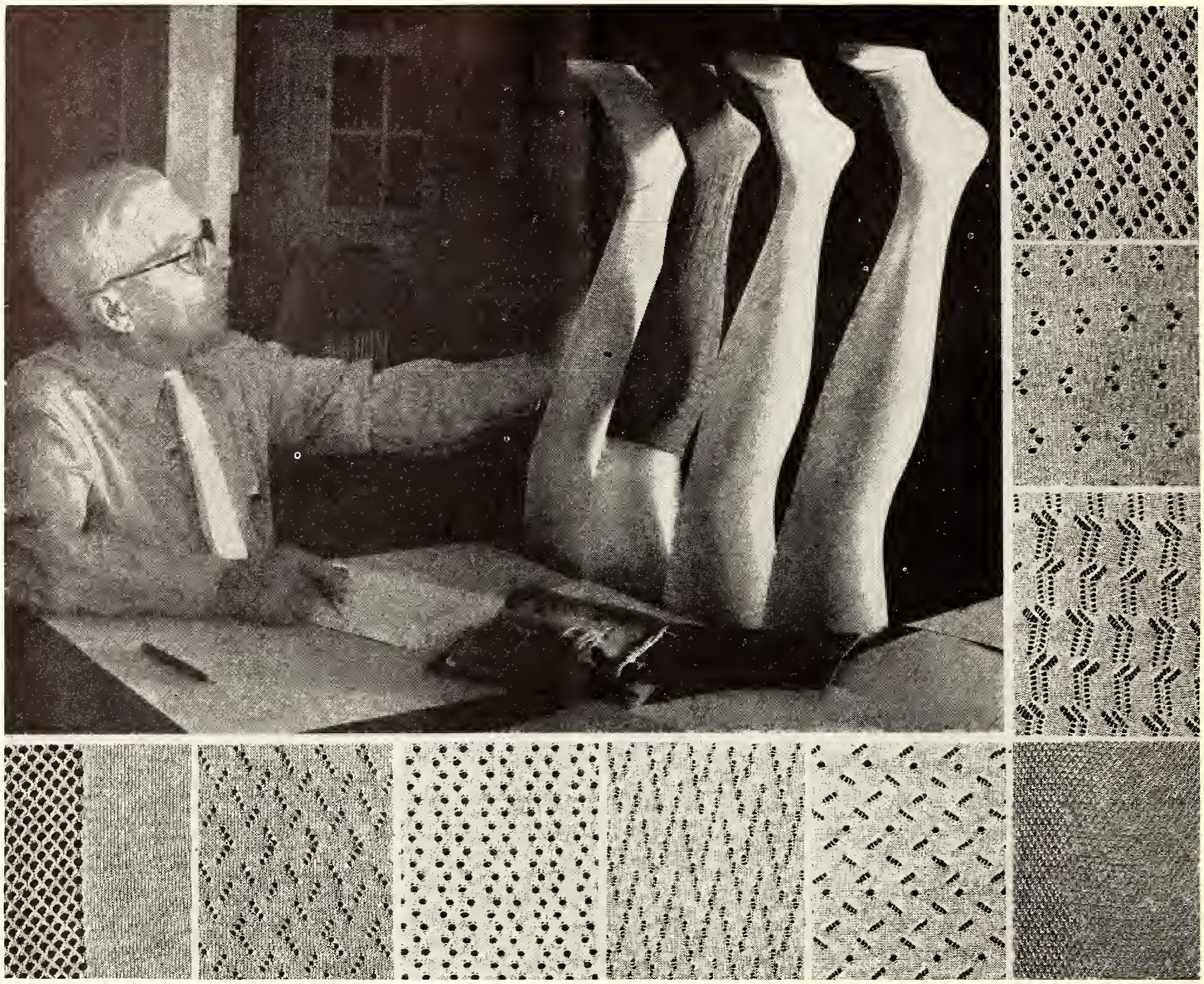
Mrs. Sconyers tries to sum it up for you another way.

People down here are peaceable and civilized, she says. "There never was people as civilized as Americans and we got a duty to keep civilization. Starvation's not civilization. We got to be healthy. Being sick from the wrong food isn't civilization. People like us have to take care of ourselves, and we got to feed our boys in the Army. That takes a lot of food. That means we have to 'live at home' so we don't buy food other people need, and it means we got to produce food to sell, too, like we do with these Defense chickens."

But after all, to get this going, wasn't it costing the Government some money, you ask?

Mrs. Sconyers has the answer to that, too. The Government did lend her some money; money for the chickens, the chicken wire, and lumber. It came to a little less than $76. The average for a family was $85. If they hadn't had that money, they couldn't have done any of these things, and there wasn't anybody but the Government that would take a chance on them. Maybe somebody would now, if they had to borrow again, but that's because they're getting ahead. You can see that.

"The Government hasn't need for a worry in its head about that $76," Mrs. Sconyers says. "It's safe, that money is. We pay the Government 5 percent on every dollar we owe, and we're paying back the dollars, too. That's part of what's in the $100 I told you about; interest and part of the loan. I reckon, if things go the way they have we'll pay up every cent that's the Government's in another year. Least that's what we're aiming at." And there's a pride in Mrs. Sconyers' eyes.



Are You Going Cotton-Legged?

Defense needs help cotton stockings climb back to the fashion headlines

THERE'S one big difference—you can think of others—between what's been going down America's "red lane" and what's been going around American legs. Most of the food we eat we grow ourselves, but most of the stockings that women, at any rate, wear have been made from a fiber that we don't grow. It has come from abroad.

Making the country strong for Defense, then, doesn't involve changing seven-eighths of our eating habits, thanks to the richness of our land, to the skill of our farmers, and to what we know about food and how to grow it. But Defense is going to mean, at least for women, changing seven-eighths of their stocking habits, because 7 out of 8 stockings they have been buying have been made of silk.

Stockings are important.

How much money they cost is no trifling matter either, least of all to women who work outside their homes, and to women with low incomes. When the Bureau of Home Economics made a study of the clothing expenses of women in non-relief families in 1935–36, they discovered that for city women with average and less than average incomes, stockings take up 12 to 20 percent of clothes money.

But now women are square up against the fact that the Defense program has decreed "no further raw silk imports." All raw silk on hand in this country, when the shut-off came, was reserved for making parachutes and sacks for gunpowder. Silk in manufacturer's hands will be stretched as far as possible by mixing it with other fibers like cotton, rayon, and synthetics, but when that's all gone, that may be the end of silk for a while.

This doesn't mean women have to look forward to a barelegged future. Legs will be kept warm and comfortable, and many

SOME of these attractive mesh patterns designed by the Bureau of Home Economics are run-proof. Feet and toes of mesh stockings must be carefully reinforced if they are to wear satisfactorily.

will even be covered with flattering raiment. Answer to the problem is that women will wear cotton, or rayon, or other synthetic fibers.

You don't have to be a grandmother in this country to remember when cotton stockings were tops. Fifty years ago, three-quarters of the hosiery manufactured was cotton, the rest wool. Silk was practically unknown. By 1919, just after World War No. 1, cotton still accounted for 70 percent of the stockings women wore, but silk had pushed wool almost out of the picture. Rayons began to be important in the 20's, too. By 1929, almost 20 percent of women's stockings were rayon. Silk had become the most popular stocking material, however, and cotton was poor third. Ten years later, silk stockings were far in the lead with 84 percent, rayon had slipped back to 6 percent, while cotton had reached a low of 9 percent. Last year, a new synthetic fiber was introduced to challenge all comers and by May of this year reached almost 20 percent of all stockings sold.

Now more cotton will probably again go back on women's legs because of war needs. Fortunately, any changeover won't be hard to make. There's plenty of cotton in the country, and we have the men and the machines to make cotton stockings. Most of the machines now used for silk stockings—estimates range from 65 to 89 percent—can be shifted from silk to cotton yarn with only minor adjustments. There are even attractive new designs for cotton stockings ready to hand, thanks to the ingenuity and industry of the textile experts in the Bureau of Home Economics of the U. S. Department of Agriculture.

For 3 years, these experts have been working out cotton stocking styles. More than 150 designs, ranging from sheerest cobweb meshes for evening wear to fine and heavy knit for service weights, are now available to the trade. Special attention has been given by the Bureau designers to fit, wearing qualities, resistance to snags, and appearance. New methods of treating cotton yarn to give it more elasticity, luster, and smoothness are being tested. The Bureau designs are chiefly for full-fashioned stockings which means careful fit. Circular knit cotton hose of heavier yarns are already on the market.

For women who can afford the best quality stockings, very fine cottons will be an attractive substitute for silk, both in wearing qualities and appearance. If higher prices and higher taxes this year and next begin to pinch incomes too much to permit the luxury of fragile hose, there are the heavier weights to choose from.

To make up the Bureau designs in the sheerest weights only the very fine cotton yarns, made from long staple cotton, can be used.

Long staple cotton, as its name indicates, refers to the length of the fibers of raw cotton. Much stronger, finer yarn can be spun from long staple cotton than from shorter fibered varieties. Long staple generally means fiber lengths of 1⅛ inches or more; short staple to less than 1⅛ inches. Much more short staple cotton is grown in this country than long. The short kind has been widely used in the past in the stocking industry to make the cheaper circular knit stockings.

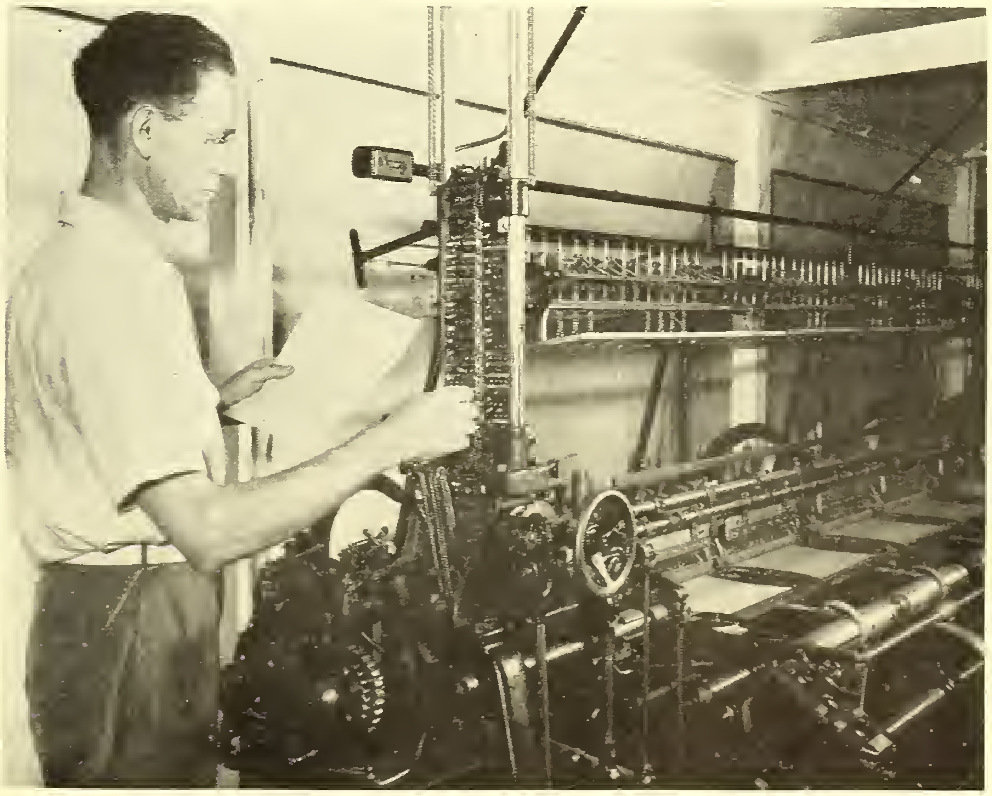
Close to 200,000 bales of the longest staple cotton, 1¼ inches and longer, will be available this year, some of it imported from Egypt, some raised at home. But all of it cannot be used for hosiery, since other industries, like tire making, use large quantities, and unpredictable Defense demands may call for a large portion.

Slightly shorter staples of cotton can be used for a little heavier cotton hose than the finest lisles and here the supply of cotton is plentiful. Real bottleneck in the production of fine cotton stockings seems to lie in the spinning industries' output of fine cotton yarns. Hosiery manufacturers say it is much smaller than their requirements.

When you buy cotton stockings, there are several features to look for. Some of them you can see for yourself. Labels should, but seldom do, tell you the facts you want to know.

You should know the difference between a full-fashioned and a circular knit stocking. Examine the back of the stocking. If you want a full-fashioned stocking, look first for a genuine seam down the back of the leg. Then look for small fashion marks on either side of the seam half way down the leg. If the stitches on the outside of the fashion marks meet them at an angle, that's another indication the stocking is full-fashioned. If the stitches run parallel to the fashion marks and seam, it is a circular knit stocking. Sometimes the fashion marks; and the seam, too, are put there just for looks. Full-fashioned stockings are shaped not only in the leg but in the foot, knee, heel, and ankle as well. Circular knit stockings are just as durable, are usually cheaper to buy, but they

AN EXPERIMENTAL MILL has been set up on the Department of Agriculture's farm so that expert designers, knitters, and stylists can do their stuff, working out stocking designs that will move surplus cotton and help silk-less consumers.



may not fit and look quite as well as full-fashioned.

Weight of hose has importance in durability. If there were standards for hose as there are for foods, you could compare the weight of different stockings accurately. Lacking standards, consumers must load themselves down with some technical facts if they are to buy knowingly. Weight depends on the thickness of the yarn and the gauge.

Gauge means the number of needles used in each 1½ inches on the knitting machine. Other things being equal, the higher the gauge number the finer the stocking. Gauge has the same meaning in full-fashioned cotton hose as in silk.

Yarn count, which in silk is another clue to the fineness of the hose, doesn't have the same meaning in cotton. In fact, consumers would have to lie awake nights to understand the meaning of present yarn counts as applied to cotton. Here is one place manufacturers could come to the aid of consumers by working out simple easily understandable standards—standards that would inform the buyer rather than confuse her. If you can remember figures, here's a tip: Lightweight lisle stockings will have a yarn count from 120/2 to 160/2; semi-service from 80/2 to 100/2; service, 70/2 and under.

Lisle stockings are, of course, cotton stockings. They are made of very fine, long staple cotton yarn, gassed to remove fuzziness, high-twisted for durability, mercerized to add luster.

ALWAYS ASK ABOUT COLORFASTNESS BEFORE you buy cotton hose. Labels seldom mention colorfastness, but cotton stockings will fade if they aren't dyed with either "vat" or "sulphur" colors.

Be as careful about getting the correct size of cotton hose as you were about silk. Stockings that are too long or too short will wear out quicker. Size in stockings is the length of the foot in inches. Generally, the size you buy should be a half inch longer than your foot, but the width of your foot may make that rule a poor one to go by.

Length in stockings is important, too. Stockings that are too long or too short in the leg won't last as long as those that are the right fit. Medium length is 31 inches.

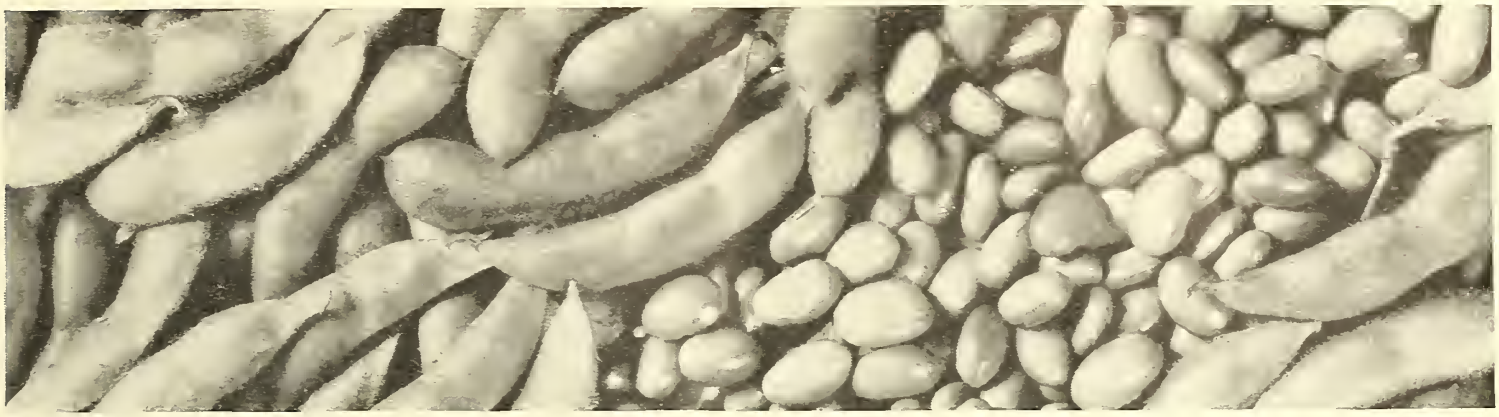
To avoid accidental snags and runs when you put on or take off your hose, watch out for sharp fingernails, jewelry, calluses on your fingers. It's easy to put your finger through a cotton mesh, too, so it's always a good idea to roll the stocking before you put it on, then slip it over the foot and unroll it gently up the calf.

WEAR that's equal to thousands of steps can be duplicated in a few hours on this machine. It's one of the exacting tests that cotton stockings designed by the Bureau of Home Economics undergo before the new style is released to the trade.

THE COTTON STOCKINGS you pull on henceforth in the morning are going to give a lift to America's cotton growers, the 10 million people in the South whose living, too often too meagre and difficult, comes from 2 million cotton farms.

Cotton stockings are less elastic than silk; so they should be laundered carefully if you want them to keep their shape. New methods have increased their stretchability but care must still be taken in handling them. Wash stockings as soon as possible after you take them off, with a mild soap and soft lukewarm water. Don't hang them in the hot sun or over a radiator.

Last, never iron hosiery; ironing not only causes hosiery to lose shape, it can ruin delicate fibers.



A BEAN WITH A PAST—AND A FUTURE

HOU TSI, one of the gods of agriculture, according to Chinese legend, wishing to give humans a superior food, planted a soybean seed. His seed prospered and from its increase grew great crops which for more than a hundred generations have supplied a valuable source of tissue building and repairing food to people who have never known the taste of cow's milk and seldom tasted meat.

Centuries before there were any written records, soybeans were an essential food of Orientals. Decades before we turned curious eyes on them, soybeans were used for important industrial products. To Occidentals, they come as something like a Twentieth Century wonder.

One of the richest of vegetables in protein, soybeans are given a white mark by nutritionists for their potential aid to consumers with small budgets who want to keep their family diets in balance.

To industry soybeans are even more of a wonder bean since science has revealed the dozens of ways in which they can be used as factory raw material. Now defense requirements have stimulated new research into their possibilities for use in making substitutes for vital metals and other important products.

Farmers, struggling with feed problems for their livestock, with soil impoverished by other crops, are learning the great value of this protein food for animals and the soil-building qualities of the plants for restoring nitrogen to exhausted earth.

Within the century, from almost an unknown plant, American farmers have made soybeans a major crop; and production, in response to food, factory, and farm demand, is now expanding faster than with any other agricultural crop.

More versatile a bean has never been known to science. From the seed comes meal and oil. Out of the meal can be made flour for use in infant foods, macaroni, breakfast foods, bread, biscuits, cookies, and cakes. Soybean oil meal provides feeds and fertilizer for farm use. The oil can be used in the making of soap, salad oils, cooking fats, oleomargarine, enamels, varnishes, paints, printing inks, linoleum, and lubricating oils. From soybean protein come plastics, adhesives, a fiber that can be mixed with wool for cloth.

Nor does the list stop there. Lecithin, useful to bakers and confectioners, is still another valued byproduct. Even glycerine can be made from soybean oil. From the dried beans come soy sauce, soups, sprouts, roasted beans, a vegetable milk in liquid or powdered form, and curd, or cheese. To these and other uses science is adding constantly.

So multitudinous are the uses of these beans, the wonder is that they had not long ago become an important agricultural crop in this country. That development had to wait on science. Only certain types will grow in certain soils and climates. Research into these type and soil relationships has taken time.

A New England clipper, back from trading along the China coast, brought the first soybeans to this country. That was in 1804. Then they were a botanical curiosity, and fashionable houses grew the beans in their gardens. From gardens to a national crop has taken over a century and a quarter.

From the time of their arrival in this country until 1890, when the Government began experimenting with them, little was heard of the soybean. Early Government experiments showed soybean plants were a fine soil builder when plowed under, and made fine forage for livestock.

World War I encouraged exploration into the use of soybean oil when a shortage of cottonseed oil coincided with a surplus of soybean oil.

World War II finds the German Army using soybean flour in the field as a substitute for meat, eggs, milk, and other protein foods. In our country, soybean oil has come to rank second to cottonseed oil in the manufacture of margarine. Imported fats, which formerly held second place in margarine making, now take soybean oil's former low place on the list.

Simply and gradually over the years, soybeans have won through to their present recognition as a valuable aid to good farming, a commercially worthwhile crop, a useful human food, and a source of raw materials for industry. To State experiment stations and experts of the Department of Agriculture must go much of the credit.

Protective foods, modern nutritionists have drilled into occidental minds, are a necessary part of any diet if bodies are to attain

High values attach to the soybean as Defense necessities shut off some raw materials for meals and machines which used to come from abroad

LEGEND surrounds the beginnings of the soybean in China where for centuries it has been a mainstay of poor families' diets, but no legend surrounds the reports of progress soybeans are making in our country where 22 times more acres now produce soybeans than the number before the last World War.

their greatest growth and maintain their maximum strength. Consumers know fruits, vegetables, eggs, dairy and meat products are the protective foods *par excellence*. Soybeans can claim rank with these foods because they are rich in high quality protein, rich in minerals, and rich in vitamins. Often they have the additional virtue of being a cheaper source of some of these food values which ordinarily come high.

Keeping protein-rich foods in the diet and keeping the diet within budget limits, too, challenge the best of planners. Soybeans furnish a protein that is not equal in quality to that found in meat, milk, and eggs, but as a supplement it may replace one-fourth to one-third of the amount required in well-balanced diets.

Minerals are among the major necessities of a balanced diet, yet many of the foods rich in them are expensive. Soybean flour, on the other hand, is both a good and a cheap source of such minerals as calcium and iron. Building bones without calcium in the diet is as difficult as making glass without sand.

Vitamins have not passed by this extraordinary bean. Tests show that it is a good source of Vitamin A, a good source of B_1, and of riboflavin. Bean sprouts can claim Vitamin C, the scurvy-fighting vitamin.

BETWEEN TYPES OF SOYBEANS THERE IS AS much difference as between types of corn; some are good for eating as a green vegetable, some not so good. A few years ago the Department of Agriculture sent its experts to the Far East to bring back seeds of edible varieties. Now there are 43 types on the market, some good for eating and some which make even better soybean flour than the earlier varieties.

Nuttier, richer in flavor than many other beans, soybeans would probably rate highest in popular favor in the green, rather than the dried, form. Their pods are tough, and beans are difficult to shell; but if the pods are first boiled for 3 minutes they will shell easily. The oriental way, more piquant, is to boil them in water flavored with soy sauce or salt, and then to eat the bean directly from the pod. Canned green soybeans are also now available in many markets. Canners of the bean in Wisconsin have become sufficiently important to form an association. Because soybeans resist drought better than many other vegetables, they are a good insurance for farm families where that weather misfortune may descend. Even more important, the Mexican bean beetle, which devastates other types of beans, seldom touches the soybean.

DRIED BEAN USES READ LIKE A BILL OF fare, from soup to nuts, though, of course, no nutritionally wise planner would include only one food in even the simplest and cheapest diet.

Flour, so far, is the major food use of soybeans. An unpleasant beany taste in soybean flour used to weigh against its more extensive consumption. Now science has removed that blemish and made possible refinement of the flour so that it will keep fresh and sweet. Wheat flour must always be combined with it to give the bread and cakes and cookies the desired texture.

The newer and potentially important Defense uses for soybeans come from both the extracted oil and the oil meal. From the oil, for instance, comes a substitute for imported linseed oil or tung oil used in making paint. The war has cut the supply of these imported drying oils to a trickle. From the meal come

WHOLE GROCERY SHELVES can be filled with the food products of the soybean. Canned green soybeans, shortening, noodles, macaroni, infant foods, soy sauces, bread, milk, mayonnaise, only start the list of foods made from it.

protein plastics to be used more and more widely in combination with other plant fibers, to replace metals needed in the Defense effort. Automobile parts and accessories, trays for your refrigerator, perhaps the refrigerator itself, and even a safety helmet for Defense workers or for men working in mines and on construction jobs, are some of the uses of plastics that may contain increasing amounts of soybean protein in them. Department of Agriculture experts are also exploring the possibility of increasing its use in adhesives. One automobile company is known to be experimenting with a wool-like fiber made from soybean protein, to be combined with wool in the cloth that upholsters your car seats.

Topping all these varied uses, soybeans have in the past and probably will continue for some time to have their major usefulness on the farm. More farmers are coming to learn the value of soy meal for their livestock and poultry; for fertilizer; soybean hay and soybean pasture for livestock and poultry; and finally, soybean plants plowed under for soil improvement.

Production of soybeans has been leaping ahead on the farms of this country. Fewer than 500,000 acres were grown in the United States before 1917. Last year close to 11½ million acres were planted. Soybeans on almost half of these acres were harvested for beans; on the other half they were used for hay, silage, or pasture, or were turned under for soil improvement. Production of the beans in 1925 was only 5 million bushels. The 1940 production was almost 80 million bushels.

At present, some 90 soybean mills and a number of cottonseed oil mills are crushing soybeans for oil and oil meal; 50 concerns are manufacturing soybean food products; 15 mills are making soybean flour; and more than 50 factories are turning out various industrial products. Science has a big job to keep pace with the rising output of the beans, but Defense demands spur the search for new uses.

Recipes for consumers who are unfamiliar with this product have been published by the Bureau of Home Economics of the Department of Agriculture in a leaflet, "Soybeans for the Table," Leaflet No. 166. It may be obtained free by writing to that Bureau, Washington, D. C. Another good source of general information is "Soybean Utilization," Farmers Bulletin No. 1617. You can get it free, too, from the Office of Information, U. S. Department of Agriculture, Washington, D. C.

SOYBEAN flour combined, half and half, with white wheat flour and cooking fats made from oil of the soybean go into cookies as they can into bread to make nutrition-plus foods. Experts now know how to produce flour that keeps fresh and sweet.

●

NOT AN ERSATZ product, though it may have some ersatz uses, the soybean is providing raw material usable in making plastics that have increasing usefulness as Defense needs drain off essential metals. These plastics come from soybeans.

How About a Kitchenware Center?

Here's an idea you might turn into practice to help many needy families get better meals

A CAMPING TRIP'S fun even when some of the dishes get broken and you haven't enough left to go around. Or it was fun, in a way, that time you moved, when the furniture didn't come and you had to eat off the mantel with only one cup and some cracked plates for the whole family. You didn't mind so much for a few days, though it did make meals a chore.

But suppose you had to eat that way all the time? Suppose you just didn't have enough dishes or chairs or even a table that the family could eat together on? That wouldn't be much fun, you'll admit. Getting your family to eat at all, let alone eat well, would be a job, no matter how good the food is or how well you cook it. It would be pretty hard to cook it well, too, if you hadn't enough pots and pans.

Well, there are many families who are in just that fix—plenty of them in every community. They're the same families, largely, whose food problems are most acute—families on relief, or those whose incomes are so low that they don't get enough food, or the right kind of food, to make them healthy and strong. Welfare and relief workers report continually that such families often lack the simplest equipment for cooking and serving what food they have. Not enough cups; cracked plates—and not enough of them for the whole family to eat at once; sometimes no table to sit down to; too few chairs. The children may have to sit on upended boxes or crates.

Nutritionists, trying to work out ways to improve the eating habits of such families, believe that one essential aid is the appetizing serving of food. Dinner is much more likely to be a health-giving meal if it looks palatable when your family sits down to it, if it smells appetizing, if you're comfortable as you eat it, especially when you're trying to get the family to try something new, some dish they aren't accustomed to.

"Eating should be fun," is the way Paul McNutt, Coordinator of Health, Welfare, and Related Defense Activities, put it when he addressed the National Nutrition Conference last spring. But fun comes hard if the whole family can't sit down together, with enough dishes for everybody, and enough pots and pans to cook the food well.

A large part of the problem of sound nutrition is a matter of dollars and cents—how to get enough income into the hands of these families so that they can buy more food. But there is still the other important half of the problem. That's mostly educational, how to get everyone to know and like the kind of protective foods they need. And that can't be done unless the equipment for cooking and eating is at hand.

So here's a situation that someone in each community might look into. Are there families in your town whose low incomes make the preparation and serving of food a problem for them and for relief and welfare officials? Is there a nutrition committee in your locality working at educating people to want and eat better food? Does anyone know how many families need more kitchen and dining equipment to make their meals more appetizing and more healthful? What could be done to help equip the kitchens of such families with at least some of the missing crockery or chairs or pots and pans?

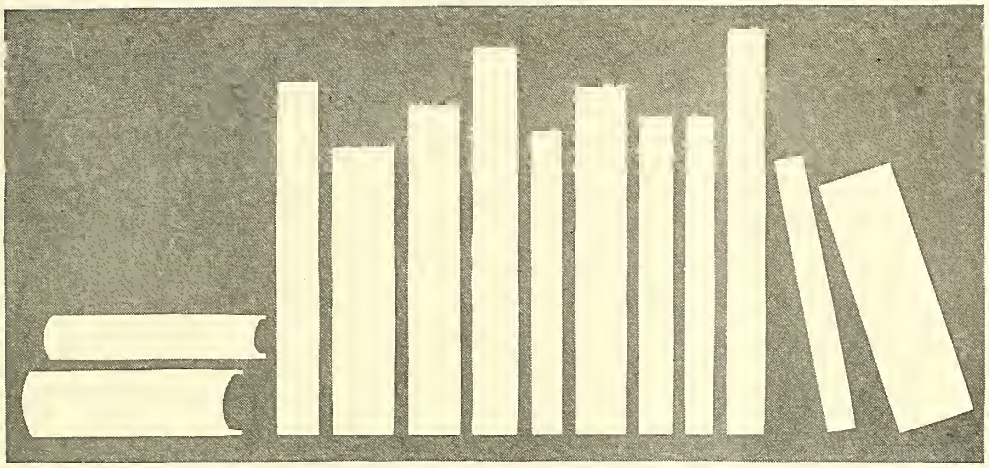
As one way of attacking the nutrition needs in your town, why not consider starting a kitchenware center—a place to which people could send dishes, pots and pans (not aluminum), tables, or chairs they don't need—from which relief and needy families could draw? It shouldn't be hard, and it might help a lot to get such a center established.

The first thing to do, of course, is to get together a committee—probably just a small one at first—of 2 or 3 women who want to do some useful community job. You can talk the problem over with the nutrition or welfare agencies in town to find out just how large your problem is. Then you'll have to get busy on the publicity angle—let people know you want old dishes, old tables, chairs, pots, and pans, and why. Your newspapers will no doubt be glad to lend a hand here. Obtaining a central depot, a place where donations may be received, is the next step. Perhaps some merchant will let you use an unoccupied storeroom, or the bank has some unoccupied space. You might be able to get your light and heat contributed, too.

Then you'll have to have volunteer help to reserve donations and handle withdrawals. Of course, you'll need the cooperation of your relief and welfare agencies to distribute the equipment you gather to the families who need it.

Other communities have carried on similar schemes for making use of old and discarded clothing and have made them a big success. The same could be done with kitchen equipment.

If you decide to try out this idea in your community, won't you write and tell us about it? Just address your letter to CONSUMERS' GUIDE, U. S. Department of Agriculture, Washington, D. C.



CONSUMERS' BOOKSHELF

FARM SECURITY ADMINISTRATION. 1941, pp. 40. Address: Superintendent of Documents, Washington, D. C. 15 cents. Discusses the causes of rural poverty. Describes the efforts of the Farm Security Administration to improve rural welfare. Illustrated.

NEW FOREST FRONTIERS. U. S. Department of Agriculture Miscellaneous Publication No. 414. 1941, pp. 76. Address: Superintendent of Documents, Washington, D. C. 30 cents. Describes in vivid fashion the importance of forest conservation to our national welfare.

ANTITRUST LAW ENFORCEMENT, PAST AND FUTURE, by Thurman Arnold. 1941, pp. 23. Address: American Council on Public Affairs, 1721 Eye Street, Washington, D. C. 25 cents. Discusses the need for vigorous enforcement of the antitrust laws. Suggests why enforcement has failed in the past, and outlines a program of effective antitrust enforcement for today. Cites cases showing the importance of antitrust law enforcement to the consumer.

ORGANIZATION AND MANAGEMENT OF CONSUMERS' COOPERATIVES AND BUYING CLUBS, prepared by Bureau of Labor Statistics, U. S. Department of Labor. Bulletin No. 665. 1941, pp. 106. Address: Superintendent of Documents, Washington, D. C. 15 cents. Outlines methods of organizing and managing buying clubs and cooperative associations. Gives detailed suggestions on the securing of a charter, the raising of capital, the duties of officers, conducting meetings, business policies, accounting practices, and committee activities.

INFORMATIVE SELLING, by Roger Wolcott for Committee on Store Program. 1941, pp. 88. Address: National Consumer-Retailer Council, Inc., 8 West 40th Street, New York, N. Y. $1.00. Outlines methods for organizing an informative selling program, discusses the collection and use of "quality" and "use" information in a store-wide program. Considers the functions of a consumer advisory committee in connection with such a program.

ECONOMICS OF HOUSING, by Bertram M. Gross. 1941, pp. 20, mimeo. Address: Graduate School, U. S. Department of Agriculture, Washington, D. C. 25 cents. This study outline developed in connection with the course on housing offered in the Graduate School of the U. S. Department of Agriculture covers (1) the need for housing (2) fundamental economic problems of housing production (3) farm and defense housing and the consumer's approach to housing. Bibliography.

WOOD HANDBOOK, by Forest Products Laboratory, U. S. Forest Service. 1941, pp. 326. Address: Superintendent of Documents, Washington, D. C. 35 cents. A technical manual giving basic information on wood as a construction material. Describes the charactertistics and grades of a variety of important commercial woods. Considers different construction uses, wood preservation through painting and other methods, and the insulating properties of wood.

CONFECTIONERY SALES AND DISTRIBUTION—1940, by Albert S. Nemir, U. S. Department of Commerce. 1941, pp. 30. Address: Superintendent of Documents, Washington, D. C. 10 cents. Reports on raw materials, channels of distribution, and returned goods in the confectionery industry. Contains a monthly index of candy sales, and a report on sales by different types of confectionery manufacturers.

TITLES OF BULLETINS—CONSUMER PURCHASES STUDY: URBAN SERIES. 1941, pp. 3, mimeo. Address: U. S. Bureau of Labor Statistics, Washington, D. C. Free. This leaflet lists a number of publications developed by the Bureau of Labor Statistics in connection with the Consumer Purchases Study of 1936. The Bureau of Labor Statistics in its survey covered cities of varying size in different parts of the country. An analysis of both family income and expenditures is given. The reports of a parallel study of small-city, village, and farm families conducted by the Bureau of Home Economics of the U. S. Department of Agriculture are listed in the publication which follows.

PRINTED PUBLICATIONS OF THE BUREAU OF HOME ECONOMICS. 1941, pp. 2. Address: Bureau of Home Economics, U. S. Department of Agriculture, Washington, D. C. Free. Lists a wide variety of publications of interest to consumers. Among them are the available publications of that section of the Consumer Purchases Study conducted by the Bureau of Home Economics.

LIST OF SIMPLIFIED PRACTICE RECOMMENDATIONS. Letter Circular LC–654. 1941, pp. 8, mimeo. Address: National Bureau of Standards, U. S. Department of Commerce, Washington, D. C. Free. Recent national defense efforts to reduce the number of sizes and varieties of certain manufactured products have again called attention to the simplified practice activities of the National Bureau of Standards. The scope of its work in this field is indicated by this list.

VARIETY REDUCTION EFFECTED BY THE APPLICATION OF SIMPLIFIED PRACTICE. Letter Circular LC–651. 1941, pp. 6, mimeo. Address: National Bureau of Standards, U. S. Department of Commerce, Washington, D. C. Free. Cites reductions in the number of varieties of a selected list of commodities through the use of the simplified practice procedure of the National Bureau of Standards.

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Mrs America volunteers

DO NOT CLIP

CONSUMERS' GUIDE

OCTOBER 15, 1941

Mrs America knows-

these qualities are built by the food we eat

these have a chance when food is right

these can be ours—

because we can set the best table in the world

because we have the facts about the food we need

Here's health for Mrs America

A LOW-COST ADEQUATE

FAMILY MEMBERS	KINDS AND AMOUNTS OF						
	Milk [1]	Potatoes, sweetpotatoes	Dried beans, peas, and nuts	Vitamin C-rich foods [2]	Leafy, green, yellow vegetables [3]	Other vegetables and fruit [4]	Eggs
Children:[8]	*Qt.*	*Lb.—Oz.*	*Lb.—Oz.*	*Lb.—Oz.*	*Lb.—Oz.*	*Lb.—Oz.*	*No.*
9–12 months	5½	1 — 0		1 — 8	1 — 0		5
1–3 years	5½	1 — 8		1 — 8	1 — 4	1 — 0	5
4–6 years	5	2 — 8	0 — 2	1 — 8	1 — 8	1 — 8	5
7–9 years	5	3 — 0	0 — 4	1 — 8	1 —12	1 — 8	5
10–12 years	6	3 — 8	0 — 6	1 — 8	2 — 0	2 — 0	4
Girls:							
13–15 years	6	4 — 0	0 — 8	1 — 8	2 — 8	2 — 0	5
16–20 years	6	3 — 8	0 — 8	1 — 8	2 — 8	2 — 0	5
Women:							
Moderately active	4½	4 — 0	0 — 8	1 — 8	2 — 0	2 — 0	4
Very active	4½	5 — 0	0 —12	1 — 8	2 — 4	2 — 0	3
Sedentary	4½	4 — 0	0 — 4	1 — 8	2 — 0	2 — 0	4
Pregnant	7½	3 — 0	0 — 6	2 — 0	3 — 0	2 — 0	6
Nursing	10½	5 — 0	0 — 4	3 — 8	3 — 0	3 — 0	4
Boys:							
13–15 years	6½	5 — 8	0 — 8	2 — 0	2 — 8	2 — 8	4
16–20 years	6	7 — 0	0 —12	2 — 0	2 — 8	2 — 8	3
Men:							
Moderately active	4½	5 — 0	0 —12	1 — 8	2 — 4	2 — 0	3
Very active	4½	7 — 8	1 — 0	1 — 8	2 — 8	2 — 0	3
Sedentary	4½	4 — 0	0 — 8	1 — 8	2 — 0	2 — 0	3
TOTAL							

---

[1] Or its equivalent in cheese, evaporated milk, or dried milk. Five ounces of American (Cheddar) cheese, or one quart skim milk and 1½ ounces of butter, or 4½ ounces of dried whole milk, or 3½ ounces of dried skim milk and 1½ ounces of butter, or 17 ounces of evaporated milk are about equivalent to one quart of fluid whole milk.

[2] Such as tomatoes, oranges, grapefruit, strawberries, raw cabbage.

[3] Such as cabbage, snap beans, carrots, kale.

[4] Such as apples, peaches, pears, onions, corn, celery.

[5] Count 1½ pounds of bread as one pound of flour. Use chiefly whole-grain or enriched products.

[6] May include butter, margarine, fatty bacon, fat back, cooking or table oils.

To use this list for your family: At the left, beside the description that fits, write the name of every person who eats at your table. If any description fits more than one person, write the name of the extra person on one of the blank lines and fill in the appropriate quantities. Next, take a ruler and draw a line through the quantities of food having no one's name beside them. Now add up the amounts remaining in each column, to get totals.

This is a low-cost food marketing list, prepared by the U. S. Bureau of Home Economics to meet the new official yardstick of sound nutrition. It provides safe, wholesome meals, limited in variety. It does not allow for the full fun and flavor that more varied meals provide. It is better food than many now eat. It is not the best diet America can have.

MARKETING LIST

FOOD FOR A WEEK

Lean meat, poultry, fish	Flour, cereals [5]	Fats [6]	Sugars [7]
Lb.—Oz.	*Lb.—Oz.*	*Lb.—Oz.*	*Lb.—Oz.*
--------	[9] 1 — 0	0 — 1	0 — 1
0 — 4	[9] 1 — 0	0 — 4	0 — 3
0 — 6	2 — 0	0 — 6	0 — 8
0 —12	2 — 8	0 —12	0 —10
1 — 8	3 — 4	0 —14	0 —12
1 —12	3 — 8	1 — 0	1 — 0
1 —12	[9] 2 —12	0 —12	0 —12
1 — 8	3 — 8	0 —13	1 — 0
2 — 0	4 — 4	1 — 0	1 — 4
1 — 8	2 — 8	0 —12	0 —11
1 —12	[9] 2 —12	0 —12	0 —12
1 — 8	2 —12	0 —15	1 — 0
1 —12	4 — 8	1 — 2	1 — 0
1 —12	6 — 0	1 — 5	1 — 4
2 — 0	4 — 4	1 — 0	1 — 4
2 — 8	8 — 4	1 — 6	1 —12
1 — 8	3 — 8	0 —13	1 — 0

---

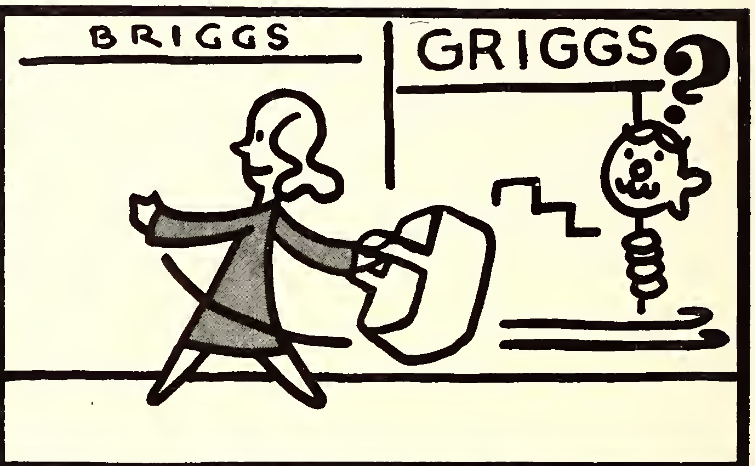
[7] Include white, brown, or maple sugars, sirups, molasses, jellies, preserves, candies.

[8] Rapidly growing children should have fish liver oils every day.

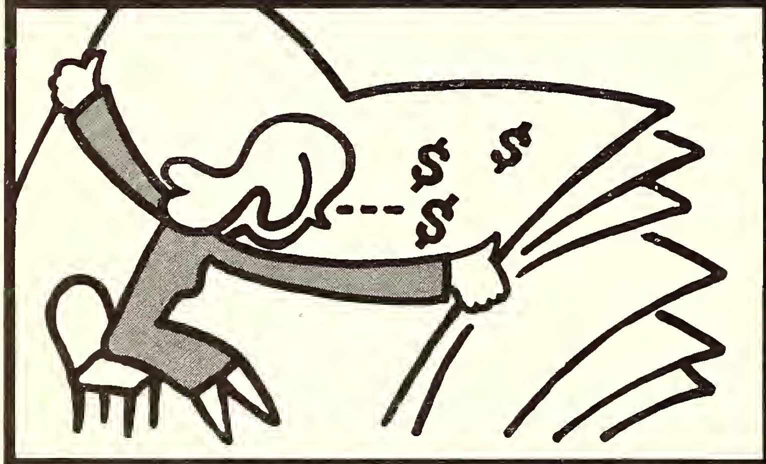
[9] To meet iron allowances from 30 to 50 percent of the cereal should be whole grain.

Mrs America

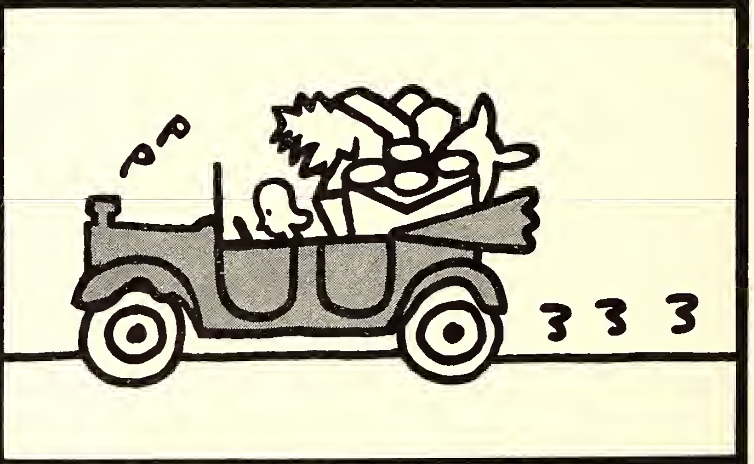
Plans before she buys; pennies go farther.



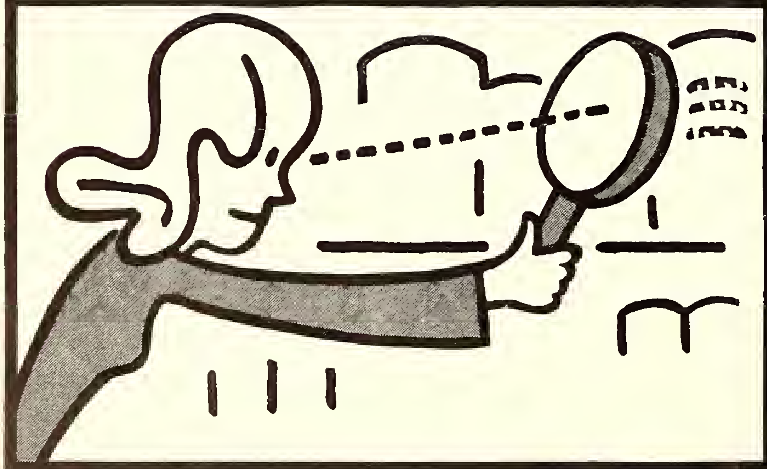
Shops around to learn where best buys are.



Compares prices of foods with equal food values.



Buys in quantity when economies come that way.



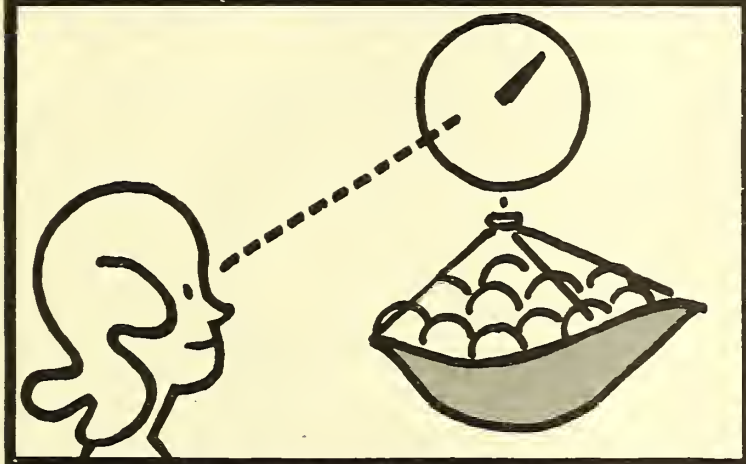
Reads labels to know what's in food packages.

Compares costs per ounce or pound of different sizes.

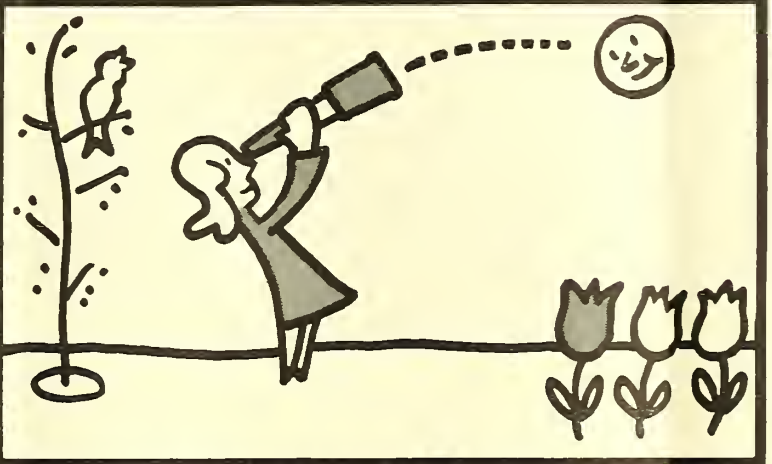
buys with care

Buys by weight, not by a dime or a dollar's worth.

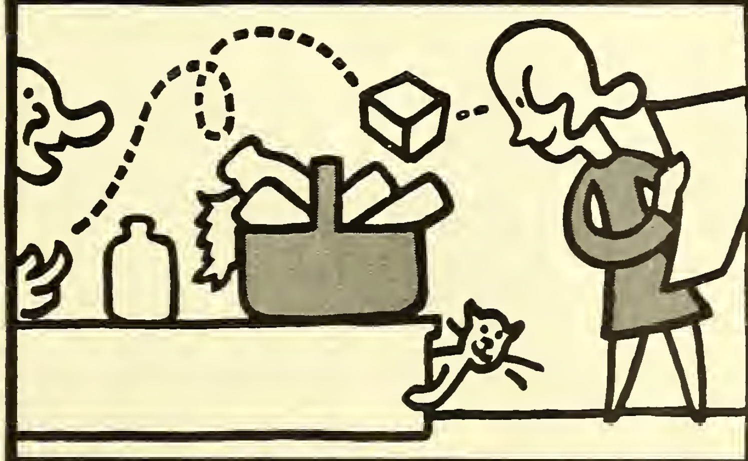
Buys by grade to get the quality she pays for.



Watches scales to make sure how much she gets.



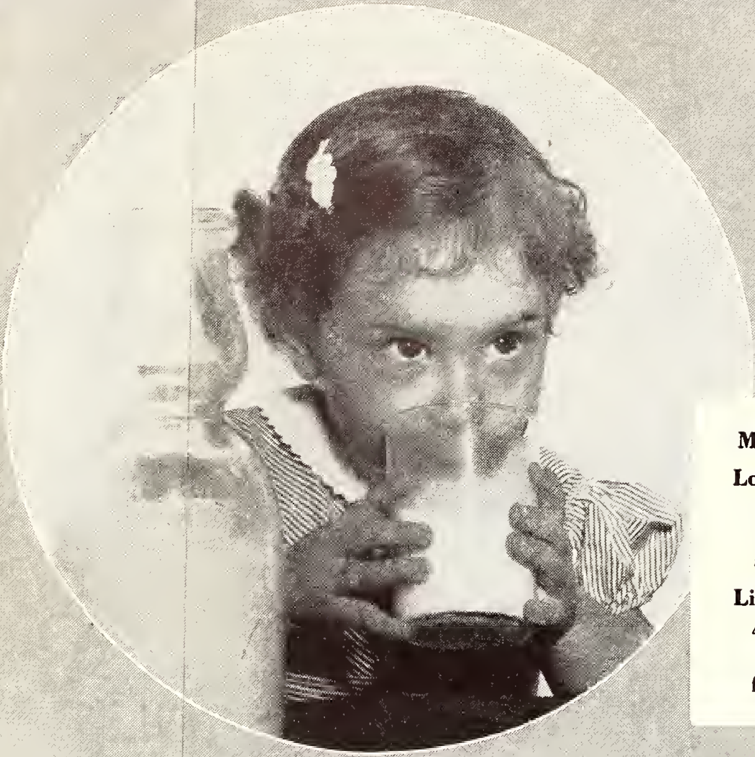
Learns the seasons when different foods are cheapest.



Checks her purchases before she leaves the store.

Keeps up to date about the foods her family needs.

Mrs America



MILK

Low-cost meal plan:
3 or 4 cups a day for each child; 2 or 3 cups a day for each adult.

Liberal meal plan:
4 cups a day for each child; 3 or 4 cups a day for each adult.

EGGS

Amounts suggested for both meal plans include all eggs used in any form—cooked separately or cooked with other foods. See pages 4 and 12 for quantities.

MEAT, POULTRY, FISH

Low-cost meal plan:
4 to 6 servings a week, often cooked with potatoes, beans, rice, bread crumbs, corn meal, other vegetables and cereals.

Liberal meal plan:
Once a day; often twice.

FATS, OILS

For both meal plans:
Count all fats and oils used in cooking and at table. Check pages 4 and 12 for quantities.

DRY BEANS, PEAS, NUTS

Low-cost meal plan:
3 or 4 times a week.

Liberal meal plan:
About once a week.

TO

Plans with care

OTATOES,
WEETPOTATOES

ow-cost meal plan:
Usually twice a day.

iberal meal plan:
5 or 6 times a week.

BREADS, CEREALS

Low-cost meal plan:
Bread in some form, every meal; breakfast cereal, every day; rice, hominy, macaroni, and other cereal products, 3 or 4 times a week.

Liberal meal plan:
As desired; a wide variety.

SUGARS, SIRUPS

For both meal plans:
Use in moderation. Don't let sweets spoil appetite for other foods. Count very sweet desserts, molasses, sirups, honey, jellies, jams, sugars, candies, as sweets. Check pages 4 and 12 for quantities.

VEGETABLES

Low-cost meal plan:
Once a day; sometimes twice; include leafy, green, and yellow varieties 5 or 6 times a week. Use some raw.

Liberal meal plan:
2 or 3 servings a day; at least one should be leafy, green, or yellow.

FRUIT

Low-cost meal plan:
Once a day. As often as you can, serve Vitamin C-rich fruits.

Liberal meal plan:
Every meal. At least once a day, serve Vitamin C-rich varieties.

ET THE MEALS THAT MEAN SOUND HEALTH

Mrs America plans with care

MILK

Low-cost meal plan:
3 or 4 cups a day for each child; 2 or 3 cups a day for each adult.

Liberal meal plan:
4 cups a day for each child; 3 or 4 cups a day for each adult.

POTATOES, SWEETPOTATOES

Low-cost meal plan:
Usually twice a day.

Liberal meal plan:
5 or 6 times a week.

BREADS, CEREALS

Low-cost meal plan:
Bread in some form, every meal; breakfast cereal, every day; rice, hominy, macaroni, and other cereal products, 3 or 4 times a week.

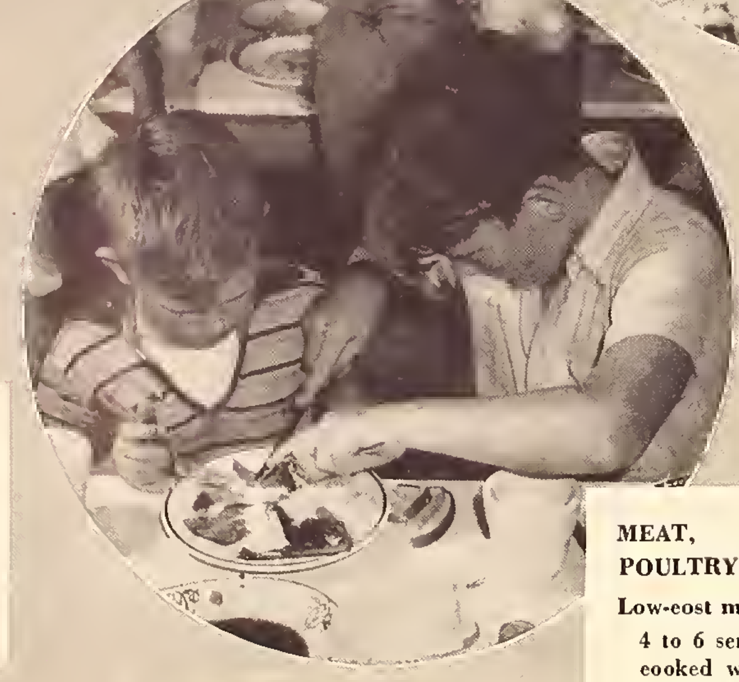
Liberal meal plan:
As desired; a wide variety.

SUGARS, SIRUPS

For both meal plans:
Use in moderation. Don't let sweets spoil appetite for other foods. Count very sweet desserts, molasses, sirups, honey, jellies, jams, sugars, candies, as sweets. Check pages 4 and 12 for quantities.

EGGS

Amounts suggested for both meal plans include all eggs used in any form—cooked separately or cooked with other foods. See pages 4 and 12 for quantities.



MEAT, POULTRY, FISH

Low-cost meal plan:
4 to 6 servings a week, often cooked with potatoes, beans, rice, bread crumbs, corn meal, other vegetables and cereals.

Liberal meal plan:
Once a day; often twice.

VEGETABLES

Low-cost meal plan:
Once a day; sometimes twice; include leafy, green, and yellow varieties 5 or 6 times a week. Use some raw.

Liberal meal plan:
2 or 3 servings a day; at least one should be leafy, green, or yellow.

FRUIT

Low-cost meal plan:
Once a day. As often as you can, serve Vitamin C-rich fruits.

Liberal meal plan:
Every meal. At least once a day, serve Vitamin C-rich varieties.

FATS, OILS

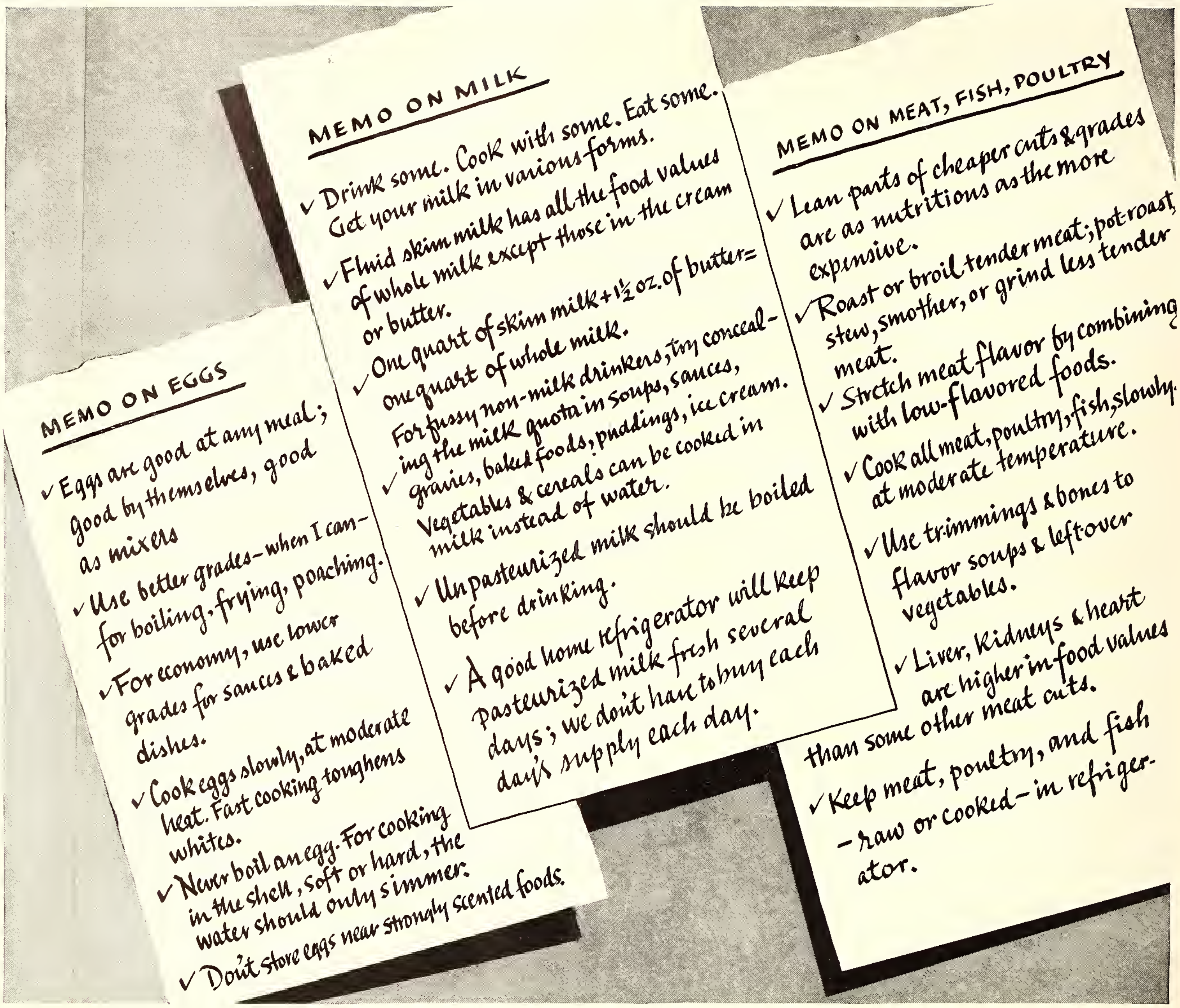
For both meal plans:
Count all fats and oils used in cooking and at table. Check pages 4 and 12 for quantities.

DRY BEANS, PEAS, NUTS

Low-cost meal plan:
3 or 4 times a week.

Liberal meal plan:
About once a week.

TO GET THE MEALS THAT MEAN SOUND HEALTH



MEMO ON EGGS

✓ Eggs are good at any meal; good by themselves, good as mixers

✓ Use better grades—when I can—for boiling, frying, poaching.

✓ For economy, use lower grades for sauces & baked dishes.

✓ Cook eggs slowly, at moderate heat. Fast cooking toughens whites.

✓ Never boil an egg. For cooking in the shell, soft or hard, the water should only simmer.

✓ Don't store eggs near strongly scented foods.

MEMO ON MILK

✓ Drink some. Cook with some. Eat some. Get your milk in various forms.

✓ Fluid skim milk has all the food values of whole milk except those in the cream or butter.

✓ One quart of skim milk + 1½ oz. of butter = one quart of whole milk.

For fussy non-milk drinkers, try concealing the milk quota in soups, sauces, gravies, baked foods, puddings, ice cream.

✓ Vegetables & cereals can be cooked in milk instead of water.

✓ Unpasteurized milk should be boiled before drinking.

✓ A good home refrigerator will keep pasteurized milk fresh several days; we don't have to buy each day's supply each day.

MEMO ON MEAT, FISH, POULTRY

✓ Lean parts of cheaper cuts & grades are as nutritious as the more expensive.

✓ Roast or broil tender meat; pot-roast, stew, smother, or grind less tender meat.

✓ Stretch meat flavor by combining with low-flavored foods.

✓ Cook all meat, poultry, fish, slowly at moderate temperature.

✓ Use trimmings & bones to flavor soups & left-over vegetables.

✓ Liver, kidneys & heart are higher in food values than some other meat cuts.

✓ Keep meat, poultry, and fish—raw or cooked—in refrigerator.

Mrs America

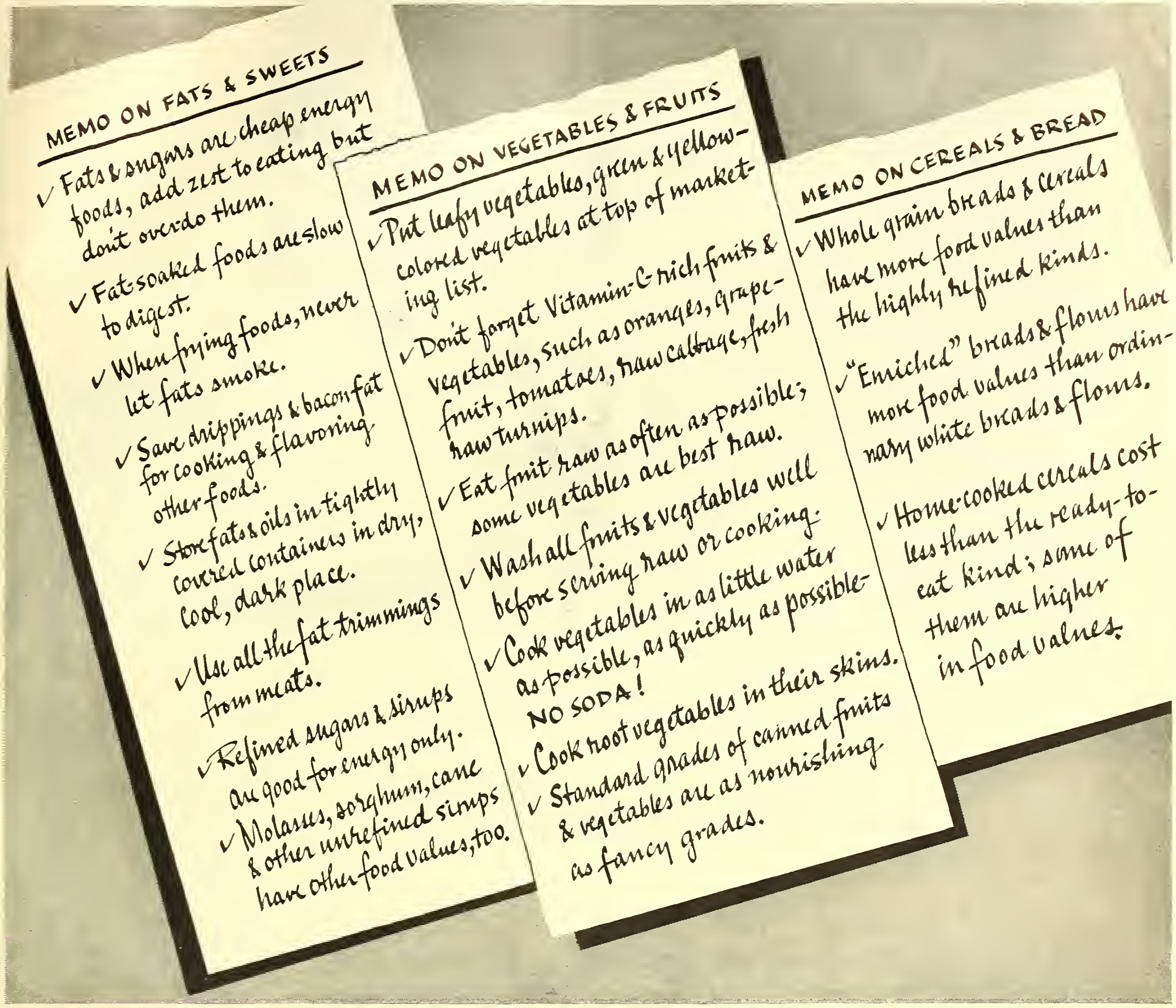
THESE DINNERS CAN BE MADE FROM THE LOW-COST MARKETING LIST

Beef and vegetable stew
Dumplings
Potatoes in jackets
Whole-wheat or enriched bread
Stewed dried fruit
Cookies
Milk for children

Fried salt pork
Milk gravy
Mashed potatoes
Panned kale
Cornbread Sirup
Milk for children

Bean stew with frankfurters
Shredded cabbage salad
Whole-wheat or enriched bread
Creamy rice pudding with raisins
Milk for children

Liver and cereal loaf with gravy
Scalloped potatoes
Carrot sticks
Rye or enriched bread
Gingerbread with apple sauce
Milk for children



MEMO ON FATS & SWEETS

✓ Fats & sugars are cheap energy foods, add zest to eating but don't overdo them.

✓ Fat-soaked foods are slow to digest.

✓ When frying foods, never let fats smoke.

✓ Save drippings & bacon fat for cooking & flavoring other foods.

✓ Store fats & oils in tightly covered containers in dry, cool, dark place.

✓ Use all the fat trimmings from meats.

✓ Refined sugars & sirups are good for energy only.

✓ Molasses, sorghum, cane & other unrefined sirups have other food values, too.

MEMO ON VEGETABLES & FRUITS

✓ Put leafy vegetables, green & yellow-colored vegetables at top of marketing list.

✓ Don't forget Vitamin-C-rich fruits & vegetables, such as oranges, grapefruit, tomatoes, raw cabbage, fresh raw turnips.

✓ Eat fruit raw as often as possible; some vegetables are best raw.

✓ Wash all fruits & vegetables well before serving raw or cooking.

✓ Cook vegetables in as little water as possible, as quickly as possible—NO SODA!

✓ Cook root vegetables in their skins.

✓ Standard grades of canned fruits & vegetables are as nourishing as fancy grades.

MEMO ON CEREALS & BREAD

✓ Whole grain breads & cereals have more food values than the highly refined kinds.

✓ "Enriched" breads & flours have more food values than ordinary white breads & flours.

✓ Home-cooked cereals cost less than the ready-to-eat kind; some of them are higher in food values.

prepares with care

THESE DINNERS CAN BE MADE FROM THE LIBERAL MARKETING LIST

Fresh fruit cup
Rolled rib roast of beef
Spiced peaches
Browned potatoes
Broccoli Hollandaise sauce
Tomato and lettuce salad
Light rolls
Ice cream Cookies
Milk for children Coffee

Pork chops Apple sauce
Mashed potatoes
Buttered spinach or turnip greens
Whole wheat rolls
Assorted cheese plate
Crisp crackers
Fruit basket
Milk for children Coffee

Fried chicken Milk gravy
Rice
Green string beans
Grapefruit and avocado salad
Hot biscuits Crab apple jelly
Cherry pie
Milk for children Coffee

Here's health & fun for Mrs America

This liberal food marketing list, prepared by the U. S. Bureau of Home Economics, meets the new official yardstick of sound nutrition. It allows for extra fun and flavor, too. (At the bottom of page 4 are directions for using this list for your family.)

FAMILY MEMBERS

Children:[8]
  9–12 months..................
  1–3 years..................
  4–6 years..................
  7–9 years..................
  10–12 years..................
Girls:
  13–15 years..................
  16–20 years..................
Women:
  Moderately active..................
  Very active..................
  Sedentary..................
  Pregnant..................
  Nursing..................
Boys:
  13–15 years..................
  16–20 years..................
Men:
  Moderately active..................
  Very active..................
  Sedentary..................
....
....
Total..................

A LIBERAL MARKETING LIST

KINDS AND AMOUNTS OF FOOD FOR A WEEK

Milk [1]	Potatoes, sweetpotatoes	Dried beans, peas, and nuts	Vitamin C—rich foods [2]	Leafy, green, yellow vegetables [3]	Other vegetables and fruit [4]	Eggs	Lean meat, poultry, fish	Flour, cereals [5]	Fats [6]	Sugars [7]
Qt.	*Lb.—Oz.*	*Lb.—Oz.*	*Lb.—Oz.*	*Lb.—Oz.*	*Lb.—Oz.*	*No.*	*Lb.—Oz.*	*Lb.—Oz.*	*Lb.—Oz.*	*Lb.—Oz.*
6	0 —12		1 — 8	1 — 8	0 —12	5		[9] 0 —10	0 — 1	0 — 1
7	0 —14		2 — 0	1 — 8	2 — 0	6	0 — 6	1 — 0	0 — 2	0 — 2
7	1 — 4		2 — 8	2 — 8	4 — 8	7	0 —12	1 — 4	0 — 6	0 — 6
7	1 — 6		3 — 0	3 — 8	6 — 0	8	1 —12	1 — 8	0 —10	0 —10
7	1 —12	0 — 1	3 — 0	3 — 8	6 — 4	8	2 — 8	2 — 2	1 — 0	1 — 0
7	2 — 0	0 — 2	4 — 0	3 — 8	6 — 4	9	3 — 0	2 — 8	1 — 2	1 — 2
7	2 — 0	0 — 1	4 — 0	3 — 8	7 — 0	9	3 — 8	1 — 6	0 —14	0 —14
6	1 —12	0 — 1	5 — 0	3 — 8	6 — 0	9	3 — 0	1 —12	1 — 2	1 — 2
6	1 —12	0 — 2	5 — 0	3 — 8	6 — 0	9	4 — 0	2 — 6	1 — 8	1 — 8
6	1 — 6	0 — 1	5 — 0	3 — 8	4 — 8	9	2 — 8	1 — 6	0 —14	0 —14
7	1 — 6	0 — 2	6 — 0	4 — 0	6 — 0	9	2 — 8	1 — 8	1 — 2	1 — 2
10½	2 — 0	0 — 2	7 — 0	4 — 0	7 — 0	9	3 — 0	1 —12	1 — 2	1 — 2
7	2 — 4	0 — 4	4 — 8	4 — 0	8 — 0	9	3 —12	2 —14	1 — 6	1 — 6
7	3 — 0	0 — 4	5 — 0	4 — 0	9 — 0	9	4 —12	3 — 4	1 —14	1 —14
6	1 —12	0 — 2	5 — 0	3 — 8	6 — 0	10	4 — 0	2 — 6	1 — 8	1 — 8
6	4 — 0	0 — 5	5 — 0	4 — 0	9 — 0	14	4 —12	4 — 8	2 — 4	2 — 4
6	1 —12	0 — 1	5 — 0	3 — 8	6 — 0	9	3 — 0	1 —12	1 — 2	1 — 2

---

[1] Or its equivalent in cheese, evaporated milk, or dried milk. Five ounces of American (Cheddar) cheese, or one quart skim milk and 1½ ounces of butter, or 4½ ounces of dried whole milk, or 3½ ounces of dried skim milk and 1½ ounces of butter, or 17 ounces of evaporated milk are about equivalent to one quart of fluid whole milk.

[2] Such as tomatoes, oranges, grapefruit, strawberries, raw cabbage.

[3] Such as cabbage, snap beans, carrots, kale.

[4] Such as apples, peaches, pears, onions, corn, celery.

[5] Count 1½ pounds of bread as one pound of flour. Use chiefly whole-grain or enriched products.

[6] May include butter, fatty bacon, fat back, cooking or table oils.

[7] Include white, brown, or maple sugars, sirups, molasses, jellies, preserves, candies.

[8] Rapidly growing cihldren should have fish liver oils every day.

[9] To meet iron allowance from 30 to 50 percent of the cereal should be whole grain.

PEOPLE who live on the land can make the land produce the health-plus foods their bodies and their spirits need.

That's where health for Mrs. Rural America's family starts . . . in the garden, in the orchard, in the fields. That's where Mrs. Rural America starts to work . . . growing vegetables, gathering fruit, raising cows for milk, animals for meat, chickens for meat and eggs.

With year-round plans, she works the land and makes it yield foods that can be eaten fresh, and foods that can be stored against the seasons when the land will yield no fresh foods.

The weekly marketing lists on pages 4 and 12, multiplied by 52, will give the amounts of food suggested for year-round wholesome meals.

Plan with some leeway for guests, and grow some extra for insurance against the unpredictable.

Mrs Rural America grows her own

There's victory in victuals

FOOD wins wars. Food makes peace. There's victory for nations where food is plentiful and meals are good.

That's why American farmers are pledging themselves to work for more food. They have set new goals that should yield more food than America has ever before produced, goals pointing toward the kind of meals nutrition experts say will build a healthy people. Farmers are taking their first steps toward these goals now, in 1941.

Mrs. America, too, knows there is victory in victuals. That's why she is volunteering to do her part to work for better meals. On the land, and in the kitchen, she is at work, planning meals that will build abundant strength, conserving food values that will make spirits sturdy and bodies radiant with health, preparing foods that will be fun and good to eat.

Mrs. America has enrolled. Do you want to join in making our Nation strong? You can begin today, in your own kitchen, on your land. That's where one frontier of sound health lies, within the reach of your own hand. That's where you, too, can start to work for victory.

THE FACTS IN THIS BOOK are intended to help you work for a healthy America. They come from the Bureau of Home Economics, United States Department of Agriculture. The weekly marketing lists presented here—only 2 of many that are being planned by the Bureau—conform to the "yardstick of good nutrition," prepared in 1941 by the Committee on Food and Nutrition, National Research Council, and recommended to the President of the United States as a goal for the Nation.

CONSUMERS' GUIDE

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Donald E. Montgomery,
Consumers' Counsel.

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Illustrations in this issue: Cover, Farm Security Administration; pp. 2 and 3, FSA, 1, 2, 4, 6, Forest Service, 3, Civilian Conservation Corps, 5; pp. 4 and 5, Bureau of Home Economics; pp. 6 and 7, Consumers' Guide; pp. 8 and 9 (left to right), top row, AAA, CG, R. L. Webster, FSA; center row, Extension Service, CG, FSA, BHE; bottom row, CG, National Youth Administration; pp. 12 and 13, CG; p. 14, FSA; p. 15, BHE.

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